MOTION PICTURE

# EXHIBITOR

JULY 31, 1957 VOLUME 58 NUMBER 14

IN TWO SECTIONS • THIS IS SECTION ONE

## Using The Funnel Of Exclusivity

editorial

## TOA Provides Loan Hints

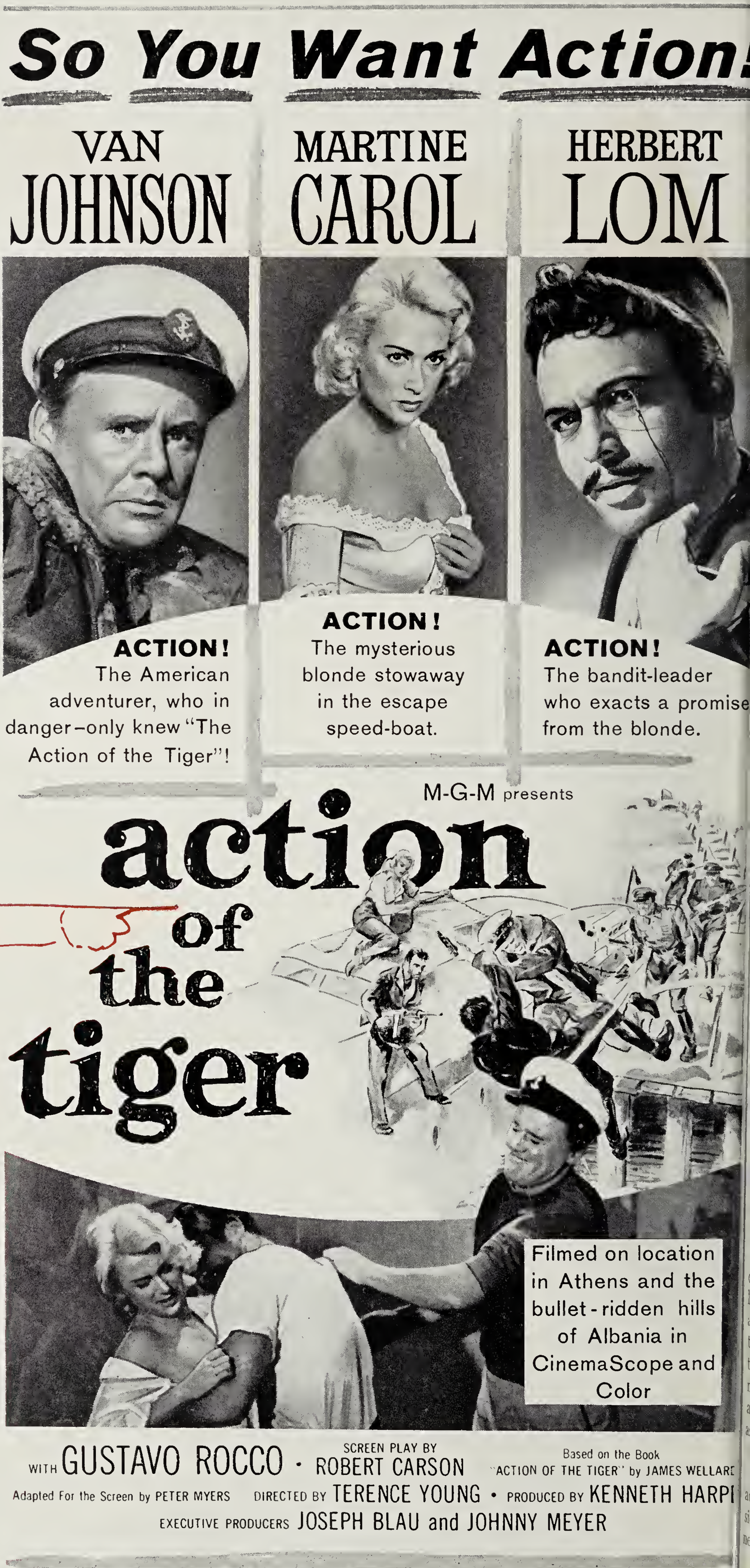
(page 5)

## Loew's Battle Now In Open

(page 6)

AND FEATURING: THE SERVISECTION

Joseph Vogel, Loew's president, last week called a special stockholders' meeting for Sept. 12 in an effort to oust directors accused of harassing management, Joseph Tomlinson and Stanley Meyer.



## So You Want Action!

**VAN JOHNSON** · **MARTINE CAROL** · **HERBERT LOM**

**ACTION!** The American adventurer, who in danger—only knew "The Action of the Tiger"!

**ACTION!** The mysterious blonde stowaway in the escape speed-boat.

**ACTION!** The bandit-leader who exacts a promise from the blonde.

M-G-M presents

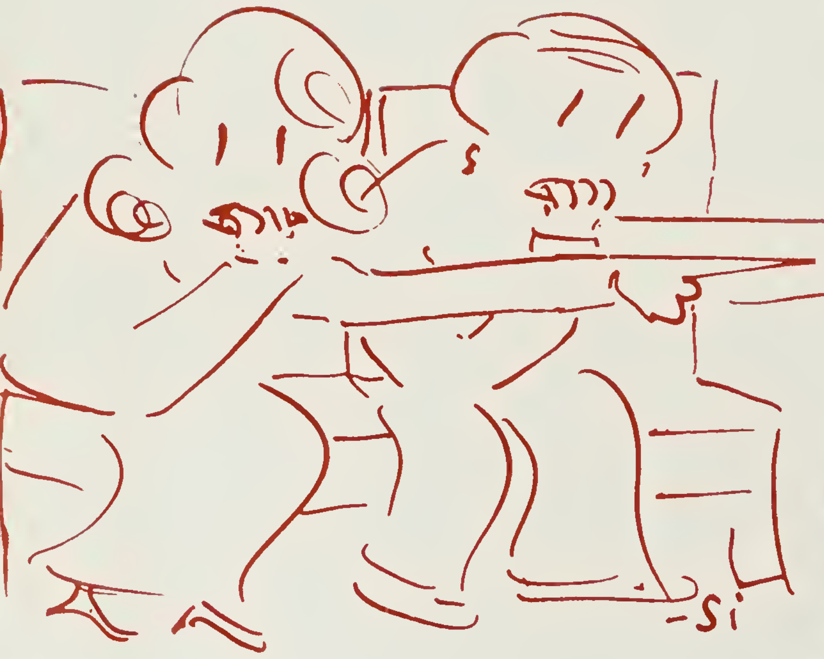
# action of the tiger

Filmed on location in Athens and the bullet-ridden hills of Albania in CinemaScope and Color

WITH GUSTAVO ROCCO · SCREEN PLAY BY ROBERT CARSON · Based on the Book "ACTION OF THE TIGER" by JAMES WELLAR

Adapted For the Screen by PETER MYERS · DIRECTED BY TERENCE YOUNG · PRODUCED BY KENNETH HARP

EXECUTIVE PRODUCERS JOSEPH BLAU and JOHNNY MEYER



**Guaranteed to keep them biting their finger nails!**

**ABOVE:** *One of the Actionful press book ads!*

MOTION PICTURE

HIBITOR

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VOLUME 58 NUMBER 14

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EXHIBITOR
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1957
VOL. 58

## EL OF EXCLUSIVITY

SEVERAL TIMES in recent … o refer to the restricted five-theatr… at "THE TEN COMMANDMENTS" is rec… lel-phia test ("WHEN IS A KEY RUN NOT A … ?"—June 12; "THE COURT . . . AND 'THE TEN COMM… ND-MENTS'"—June 19; 'FOR BETTER . . . FOR WORSE! WHO KNOWS?"—July 17).

As a move toward a slowing up in distribution speed, there were many skilled theatremen who approved. As a means to use the exclusivity of only five strategically located theatres, in order to maintain a two-a-day, high admissioned public interest over a run of three or four weeks, this test was aptly referred to as a "funnel" containing certain characteristics of a road-show. And the main objectors were those of the 20 to 25 theatres that normally play second-run, that were unable or unwilling to bid or to otherwise qualify, and were therefore passed up. In deference to these latter, it should be pointed out that noone would like to be forced to bid against a host of theatres in a completely different section of a large city, and with which no competition could possibly exist (bidding for exclusivity vs. competitive bidding).

All of this, however, is now history. And some pretty dramatic history at that!

The two-a-day unreserved seat run, at a $1.49 admission scale, opened July 17 at the Merben, Broadway, City Line Center, Logan, and Uptown (colored). Combined they possess approximately 9,700 seats. At the end of the first week their combined gross was reliably reported at $93,000. One of them is reported to have grossed over $4,000 in one day. And on that day the candy stand gross in that theatre was over $800. How can anyone argue with success?

But here are some observations: This success is applicable to "THE TEN COMMANDMENTS," probably one of the greatest motion pictures of all time. From time to time in the future of this business there may be similar pictures of sufficient stature to make capacity business rush through the spout of the exclusivity "funnel." But there will no doubt be many less endowed features that will fail with this same policy. It isn't the policy that breeds success. It's the picture.

And, if proof is needed, isn't this success further proof that the public is willing to pay even bonus prices for what they want? The same public that doesn't flinch at 20 cents or 25 cents for an orange drink in your lobby, should certainly stand a 10 cent or 20 cent raise in price now and then for an exceptional picture.

Now, here's a final thought. The success of these five theatres as high admissioned second-runs should be added to current considerations of more day-and-date first-runs in the score or more large cities of the country. The same public that would pay $1.49 for "THE TEN COMMANDMENTS" second-run, particularly after it had played 31 weeks at the downtown Randolph, might very well pay the same $1.49 for some other lesser pictures, when offered day-and-date with first run, particularly when the expensive newspaper and radio advertising hoopla is current, and has filled them with "want-to-see."

In any event, the industry is far from static, and there are many changes in the wind.

Hold onto your hat!

## JUDGED BY THEIR DEEDS

THE BIG QUIVERING, crocodile tears course down the cheeks of some distributors as they explain to regular customers that they personally, and their company, heartily dislike bidding and want to go to the very limit of their combined abilities to keep bidding to a minimum, and not let it spread. The tears still flow as they reach for a guarantee, for a top percentage, or for an exhorbitant flat, that they know in their hearts is far beyond a particular feature's true worth, and in some cases actually results in being more than its eventual gross. And they will curse out loud at the court decisions that "force" them to accept bidding as a method of selling film.

But, as Al Smith used to say, "Let's look at the record."

Aren't some of these the same distributors who quickly accept every request for bidding, without taking into consideration the size, location, policy, furnishing, or equipment necessary to the adequate presentation of a quality feature, possessed by the requesting theatre?.

Aren't some of these also the same distributors who refuse to operate "open" bidding where everything is "on top of the table" and everyone knows what everyone bids; but don't mind rejecting all bids and then "goosing" a little more by dropping phony sums that "you'll have to top to get this one"?

And aren't some of these also the same distributors who keep on sending bidding invitations to theatres that never bid, or that did bid on one or two pictures a year ago and haven't bid since?

So, doesn't their record belie their words?

Theatremen in bidding situations must learn a lot "the hard way." And the first and most important truth learned is that distributors must be judged by their deeds, rather than by their words.

And, in the meantime, theatres continue to close!

## CHEERS FOR MR. VOGEL

While our past contacts with Joe Vogel have been mainly those of a competitor, in his theatre activities as head of Loew's Theatres, we have formed some impressions of him that we think will be shared by close to 100 per cent of all industryites. Here they are:

Joe Vogel is a smart, alert, able and sincere executive, well schooled in every facet of motion picture entertainment, and in what the public expects of it, and he is probably at the very peak of a distinguished and successful career. Aside from his wife and family, Joe Vogel has only one loyalty, and that is to the once dominant Loew's Inc. More than anyone else, and from a much more intimate perspective than anyone else, Joe Vogel knows the remaining strengths and weaknesses of Loew's (MGM), and appears to have a consuming desire to return that company to its former greatness. And none of Loew's (MGM) current difficulties can be charged to Joe Vogel, because his actual management is a very recent thing that has already accomplished wonders.

Badgered, impeded, harassed, and set upon by outside opportunists, who appear to be conducting a guerrilla campaign from the shelter of his own Board of Directors, Joe Vogel has stripped off his coat, rolled up his sleeves, and, in the tradition of Loew's (MGM) lion trademark, has roared his defiance. As president of his company, he has called a Sept. 12 meeting of all stockholders for the avowed intention of tossing two current directors, named Tomlinson and Meyer, out on their ear. Now, Joe Vogel is no bully. He has never been known to look for fights. We'll bet that whatever caused his present indignation is serious and well studied. So we want to propose an industry cheer for Mr. Vogel.

And every theatreman who owns Loew's stock should bring its influence to bear at that stockholders' meeting, and should give Joe Vogel a hand in a job that seems needed.

This is an industry dividend that "The Friendly Company" has earned from its customers down through the years. And a healthy Loew's (MGM) is important to all of us.

## RANDOM SHOTS

- We were particularly impressed recently by a "teaser" trailer that Columbia has prepared to focus attention on one of their forthcoming "blockbusters" titled "THE BRIDGE ON THE RIVER KWAI." Treated in newsreel style with an offstage commentator, this film shows the location difficulties that were overcome in far-off Ceylon in order to bring this story to the screen and is made still more interesting by the interspersing of intimate shots of producer Spiegel, actors including William Holden, and working elephants complete with their scene-stealing native "jockeys." All in all it is better entertainment than some of the shorts you pay for. And, if you are a Columbia account, it will bring in many a buck when you eventually play the feature. Really smart!

- Here is a suggestion to Hal Wallis. A current story announces the split-up of the celebrated comedians Bud Abbott and Lou Costello, so that the former can spend his time raising horses (both "boys" knowing a lot about pari-mutuals). And it's an old story about the split-up of Dean Martin and Jerry Lewis.

How about one picture at least featuring the two "zanies," Lou Costello and Jerry Lewis? If you think about it for a minute, Lou's strong forte is the "dead pan," while Jerry is most effective with the opposite style that verges on the "St. Vitus dance." Give them a calm, beautiful blonde as a "straight," and anything could happen! Probably would!

- Just recently, a box score on reviews as published in leading New York newspapers purported to show which reviewer had been toughest, next toughest and on down (or up) to the easiest. It was almost like saying: "Which guy doesn't like movies?" or "Which guy enjoys movies?". Do you think the day will ever come when a lot of these sarcastic "writers" with funny haircuts will stop trying to be *"tough"* or *"easy"* and will just aim to be *"right?"* In a sensible estimate of what the average American gal (or guy) wants to see in movies, that is. But, to the credit of such average Americans it must be re-emphasized that: *"A bad review never hurt a good picture, just as a good review never helped a bad one."*

- Reports from theatre subscribers seem to indicate that the so-called "print shortage" is more acute in some territories than in others. And, oddly enough, Baltimore, Cleveland, Chicago, New York, etc., (as pointed out earlier in this department) don't seem to have such problems at all. Can it be that shortages only exist in the so-called "sucker" territories, where theatremen are such individualists that they can't submit their personal egos to the support of a strong theatre organization which could present a solid protective front to bad practices? Of course it takes backbone to build and support such a protective organization. And it requires even a *special kind* of backbone, one that has brains on one end.

- The news about that six-year-old Chicago boy, who was electrocuted by touching a portable TV set, should do a lot toward alerting parents to the hazards of letting small children operate what is actually a powerful electrical device. The Mickey Mouse cartoons and old westerns on the face of the TV tube don't make any more benign the 110 volt "juice" that activates its tail. It's really amazing that more accidents like this haven't happened before.

*Jay Emanuel*

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# BROADWAY GROSSES

(As of this Monday)

## Holdovers Continue Strong

NEW York—With all holdover attractions with one exception, the Broadway first-runs continued to ring up satisfactory grosses last weekend. U-I's "Night Passage" was the newcomer at the Mayfair, and its opening was okay.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"BAND OF ANGELS"** (Warners). Paramount ($47,654)*—Third session was down to $23,000.

**"AN AFFAIR TO REMEMBER"** (20th-Fox). Roxy ($81,388)—Friday to Sunday claimed at $50,237, with the second week sure to top $88,000. Usual stage show.

**"SILK STOCKINGS"** (MGM). Radio City Music Hall ($146,192)—Thursday to Sunday reported at $96,000, with the second week heading toward $160,000. Usual stage show.

**"THE PRIDE AND THE PASSION"** (UA). Capitol ($39,813)—Fifth week claimed at $50,000.

**"FACE IN THE CROWD"** (Warners). Globe ($11,854)—Ninth and last week dropped to $6,800.

**"NIGHT PASSAGE"** (U-I). Mayfair ($15,087)—Opening week bound to go over $20,000.

**"BEAU JAMES"** (Paramount). Astor ($24,578). Fifth week slipped to $14,000.

**"HATFUL OF RAIN"** (20th-Fox). Victoria ($21,930)—Second week anticipated at $25,000.

**"SWEET SMELL OF SUCCESS"** (UA). Loew's State ($18,644)—Fifth week sure of $18,000.

**Figures in parentheses are 1956 weekly averages based on MOTON PICTURE EXHIBITOR reports.*

## N.Y. Palace Joins Top First-Runs

NEW YORK—Inaugurating a new policy aimed at making it one of the top New York first-run theatre showcases of the same calibre as Radio City Music Hall, the Capital, the Astor, and the Roxy, the RKO Palace has booked three Universal-International releases and will launch the new policy on Aug. 13 with the world premiere of "Man of A Thousand Faces," it was announced jointly by Sol A. Schwartz, president of RKO Theatres, and Charles J. Feldman, vice-president and general sales manager of Universal.

Scheduled to follow will be "Jet Pilot" and "Interlude."

## I N D E X

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(Yellow Check-Up Section)

# TOA Tells Exhibs How To Expedite Applications For Government Loans

NEW YORK—Philip F. Harling, chairman, Small Business Administration Committee of Theatre Owners of America, last fortnight made some recommendations to exhibitor-owners for expediting and testing new applications for government loans.

The committee recommended that instead of obtaining a formal written refusal from a bank or insurance company, applicants have a real estate broker furnish a letter to the effect that specific banks and insurance companies have refused to accept a mortgage loan.

If the appraised value of the property is sufficiently high, a loan up to 90 per cent of the appraised value will be granted. If it is not sufficient to warrant a loan based upon an appraisal value, be prepared to submit a statement of operations for the past five years, which should indicate a good record of earnings and the ability to repay a loan, if granted.

When filing an application with this additional information, suggest to the regional office that unless they know of the Administration's policy in regard to theatres, they should submit the application directly to Washington for processing. Do not accept a turndown from a regional office.

State in a separate part of the application, in the form of a rider, that the money will be used to expand, improve, and rehabilitate the theatre in order to make it really competitive with other forms of entertainment.

In making an application, make full disclosure to the regional office of all facets of the business. Do not withhold any pertinent information, no matter how confidential it may be deemed.

**Rev. Van Dyke, First Reformed Church of Hudson, N.Y., recently awarded a citation from the church to George Kemble, local Walter Reade Theatre manager, for donating the use of the Warren, Hudson, to the church when the original church burned down.**

## TV Building Started

NEW YORK—Ground breaking ceremonies for a million-dollar building designed to provide the world's most modern and complete administrative headquarters for television films production were conducted at Warner Brothers Studios in Burbank, with company president Jack L. Warner officiating and screen and television stars participating.

The new building will provide facilities for the executive, writing and editorial staffs for between 10 and 15 major full-hour and half-hour filmed television shows in work simultaneously.

# The NEW YORK Scene

## By Mel Konecoff

AS PART of the campaign to publicize MGM's "Silk Stockings," Rouben Mamoulian, director of stage and screen, has been making the rounds of Press Alley. As far as the trade is concerned, he was worried about the state of the business, which he opined was in some sort of decline. Exhibition has not done much to correct this, sez he.

For instance, he visited some theatres on the coast and a few here and this is what he discovered: Few people in the auditoriums; no one to greet patrons in the lobbies; no ushers; two inches of popcorn and cigarette stubs on the floor, etc. He asked how can the public be expected to leave their homes and their free TV, pay for a baby sitter, pay a high admission, and seek parking space only to be faced by poor theatre conditions regardless of the quality of the film. Half of the presentation of a film to an audience is the proper setting and atmosphere for an audience, and he thought it was up to the industry to get together and clean up this situation, which is a large contributing factor in audience decline. He cited the Radio City Music Hall as an outstanding example of how a theatre should be run as far as cleanliness, personnel, and general atmosphere are concerned.

Mamoulian proceeded to discuss films, which he labeled as being made for world audiences these days instead of just being angled for domestic viewers. The advent of the large screen marked a departure from active showmanship for several years, and in his opinion it is just lately starting to come back. Films today have less fluidity and action, and they are encumbered by an excess of dialogue. He believed they should get back to the visual values which raised the moving picture to the position it occupies. In addition, they should contain motion, pantomime, and less talk.

Said he, we in Hollywood don't use enough foresight. We grew fat and lazy during the war and weren't prepared for the competition from TV. Today, it's a business of individual pictures with moviegoing no longer a national habit as TV has become. To get people out of their homes, pictures should be different from what is to be seen on TV, and the gap between the two should be widened by improving theatre presentations. The screen should

(Continued on page 12)

# Struggle For Loew's Control In Open

## Vogel Calls For Ousting Of Tomlinson, Meyer;

## Charges L. B. Mayer With Masterminding Harassers

NEW YORK—The battle for control of Loew's, Inc., smouldering since Joseph Vogel assumed the leadership of the company, burst into flame last week as Vogel called a special stockholders' meeting on Sept. 12 to remove Canadian financier Joseph Tomlinson and his associate, Stanley Meyer, from the board of directors.

Vogel accused these two, who he said were guided by Louis B. Mayer, of attempting to seize control of the company. He stated that their constant harassing of management from their places on the board have made it impossible for management to function. Vogel also stated that he would attempt to enlarge the board from 13 to 19 seats, filling the new posts so as to give management a working majority.

Mayer was singled out for especially scathing criticism in the Vogel statement. The Loew's chief called attention to the fact that in Mayer's last three years as studio head, 1947 through 1949, films released lost approximately $9,000,000. Mayer is now 72 years of age.

It was also revealed that three directors, Ogden Reid, Frank Pace, and George Brownell, had resigned. In effect, this gives the Tomlinson-Meyer faction control of the board as it is now constituted. Vogel charged that the aim of the opposing force is to make Meyer president, Tomlinson board chairman, and return Mayer as "paid adviser under contract to the studio."

The company's operation, as bared by the Vogel statement, appears to have been an unending series of bitter board struggles and day-to-day uncertainty as to future control. The president emphasized that the "machinations" of the Tomlinson-Meyer-Mayer forces had continued despite his efforts at economy and housecleaning since he took office and despite their promises of peace to stockholders.

### Vogel Blasts Attempt At Special Board Meet

Joseph R. Vogel, president, Loew's Inc., declared that the attempt by Joseph Tomlinson and his faction to set up a special meeting of directors "is just another move to prevent the vast majority of stockholders from exercising their right to choose directors to fill the vacancies of the board."

Vogel said: "The special stockholders meeting which I called for in accordance with the express authority of the by-laws of our company will give the stockholders the right to choose directors and to decide the issues.

"I want to point out that a majority of the directors last chosen by the stockholders have gone on record as favoring my calling a special meeting of stockholders.

"Furthermore, the special meeting of the stockholders had already been called for; documents for it had been prepared, printed and were on their way to Washington, where they have been filed with the SEC, before Tomlinson's faction attempted to circumvent this call.

"Tomlinson and his faction seem intent on blocking stockholder action. I am equally determined that the 26,000 stockholders, who together own over 96 per cent of the shares of Loew's, and not Mr. Tomlinson who may control less than 4 per cent, shall have the chance to make the final judgment in the present situation.

*Editor's Note: See editorial this issue, "CHEERS FOR MR. VOGEL."*

## Admission Tax Repeal Out Until Next Season

**WASHINGTON—The Ways and Means Committee last fortnight ruled out hearings on the movie admission tax repeal bill for the current session, but it was suggested by the sponsor of the legislation, Representative Gordon McDonough, California, that the measure be placed on the interim agenda.**

**If this move succeeds it will mean that the bill will be ready for action next January—the same result as would flow from hearing before adjournment, tentatively set for mid-August. Consideration would be part of any Ways and Means business transacted in the interim between the current session and the one meeting in January.**

## SW Net Income Up 33 Per Cent Over '56

NEW YORK—An increase of 33 per cent in net income of Stanley Warner Corporation and its subsidiaries for the 39 weeks ended May 25, as compared to the same period for the previous year, was announced by S. H. Fabian, president.

In each successive quarter of the fiscal year to-date there has been a progressive improvement in profit as compared with the corresponding quarter one year ago.

The net profit for the period amounted to $2,699,600 after all charges, including depreciation and amortization of $3,671,600 and $3,075,000 for federal and foreign income taxes. This profit is equivalent to $1.25 on the outstanding common stock.

The net profit for the 39 week period ended May 26, 1956, was $2,029,200, equivalent to 94¢ per share on the then outstanding common stock.

Theatre admissions and merchandise sales, rents from tenants and other income for the 39 weeks amounted to $83,808,700 as compared to $70,780,400 for the corresponding period a year ago.

Stanley Warner Corporation operates the Stanley Warner theatre chain, produces and distributes Cinerama presentations, operates the chain of Cinerama theatres in the United States and Canada.

## O'Brein Joins Loew's

NEW YORK—Joseph R. Vogel, president, Loew's Inc., announced last week that Robert H. O'Brien will succeed Charles C. Moskowitz, who will retire as vice-president and treasurer of the company.

O'Brien, director and financial vice-president, AB-PT, joins Loew's on Aug. 5.

## Goldwyn Suit Enters First Holdover Week

SAN FRANCISCO — Samuel Goldwyn's Federal antitrust suit entered its second week with Michael Naify testifying he did not know George Skouras of the Fox interests was associated with Joe Schenck in 1947 when United Artists acquired a half interest in United California Theatres, Inc., the circuit Naify heads, until almost a year after the deal was consummated.

This was a contradiction of a report made by Charles Skouras to the FBI in 1947 that he, John B. Bertero, head, Fox West Coast; Schenck, and George Skouras had met in San Francisco to set up the deal.

Bertero had previously admitted all of the facts in the report were true, and this places Naify in conflict with Bertero.

Bertero later returned to the stand. He drew a sharp rebuke from the Court for a memory lapse. He insisted he did not recollect the reason why United Artists circuit received a 25 per cent profit split from the Los Angeles, Los Angeles, even though UA had no interest in the theatre's operation, while FWC did own a share with the Metropolitan Theatres Corporation.

Judge Murphy observed, "25 per cent is a pretty big cut in any league, and it surprises me that the witness does not remember. I hope his memory subsequently improves."

Bertero then explained that "UA and FWC were pooling profits in two other downtown Los Angeles houses, Loew's State and the United Artists, and that UA objected to FWC competing with houses in which the two circuits shared a common interest.

"The 25 per cent profit split to UA from the Los Angeles," he said, "was made in order to equalize the UA position."

Contracts and pooling agreements between FWC and the Evergreen circuit were introduced in evidence, and Bertero admitted under questioning that before FWC acquired all of the Evergreen shares, in 1953, they had previously controlled 54 per cent of the circuit.

At one point Bertero made a plea to the Court to rule on certain charges made against him by Goldwyn's attorney, Joseph L. Alioto, adding that he thought the Court should instruct "Mr. Alioto to make a public apology to me." His request was ignored.

## Vandalism Law Passed

DALLAS—The new Texas vandalism law, which goes into effect Aug. 22, is an emergency measure authorizing exhibitors as well as other types of business owners the right to recover civil damages from parents due to the malicious damage to or destruction of property by minors.

The amount of recovery for damages is limited to $300, with the liable age bracket under 18 and over 10. Exhibitors in the Lone Star State are elated over the law, sponsored by Representative Marshall Bell of San Antonio and passed during the last session of the Texas Legislature.

A trailer has been produced which announces the new law to the public. It is available for the actual production cost price of $1.75 and can be ordered from Texas COMPO.

# FWC-Telemeter Seek L.A. Toll-TV Franchise

LOS ANGELES—A joint application for a closed circuit was made by Fox West Coast and International Telemeter, Inc., during a City Council meeting which resulted in an okay for bidding on a franchise for which Skiatron Television, Inc., had applied. The Council approval came on an 11 to two vote.

This resulted in increased speculation as to possible exhibitor-distributor or studio tie-ups by Skiatron to magnify its toll TV programming potential.

The joint filing created unusual interest since it is a known fact that Elmer C. Rhoden, National Theatres president, has been in close contact with Skiatron's Matthew Fox; and that NT and Paramount Pictures, of which it is a subsidiary, are both subject to U.S. Statutory Court jurisdiction as a result of consent judgments in the government's civil anti-trust litigation. The question was raised whether this joint FWC-Telemeter endeavor would require Department of Justice okay.

Jerome L. Doff, Skiatron vice-president and general manager, said Skiatron now has a "tremendous deadline to meet in being prepared by next spring." He said he was "delighted" with the competition. He filed formal application last fortnight for a franchise in San Francisco, and said Skiatron had been in the process of negotiating on contract with the telephone company on installation of wire and cable for the last two and a half months.

H. W. Hertzberg, representing Telemovie Development Corporation, stated he has applied for franchises in several southern California towns. His firm intends using Telemeter equipment. He said TDC does not intend to compete with either Skiatron or the new combine, but is hopeful in making deals to pipe into their programming.

Elmer Rhoden, president, National Theatres, Inc., and chairman of the board of Fox West Coast, stated that it was "our desire to be in the forefront in the development of this exciting new method of presentation of entertainment and to continue to bring the best in entertainment to the communities we serve—through whatever medium is most convenient and acceptable to the public. . . ."

Prior to the vote taking, Council members discussed the financial status of the franchise seeker, cost of the service, type of programming, and whether or not poorer constituents would be cheated entertainment-wise through loss of programming on free-TV. One thing agreed upon by all, however, was that Los Angeles most likely will be the metropolitan city most saturated with toll-TV.

## NSS, AA In New Pact

NEW YORK—Allied Artists Pictures Corporation has concluded a three year agreement with National Screen Service to handle the complete manufacture and distribution of the film company's posters and accessories on a world-wide basis, Steve Broidy, president of Allied Artists, announced last fortnight.

"Our new contract with National Screen assures our customers, the world over, of prompt and complete servicing on all items," Broidy said. Prior to signing the new agreement, National Screen distributed, but did not manufacture Allied Artists' accessories. The film company did the manufacturing through various vendors.

## Telemeter Corp. Plans N. Y. Toll-TV Demonstration

**NEW YORK — International Telemeter Corporation, a subsidiary of Paramount Pictures Corporation, announced last week that it will conduct public demonstrations of the Telemeter closed circuit pay television system at the Savoy Plaza Hotel here from Aug. 12 through Aug. 29.**

**Louis A. Novins, vice-president and general manager of Telemeter, announced that invitations to the showings will be sent to the press, leaders in sports, the entertainment fields, including motion picture executives and exhibitors, the legitimate theatre, the television industry, financial houses, technical and engineering groups, talent guilds, labor groups, educators, various public officials and others.**

# Texas Drive-In Sues, Hits Bidding System

HOUSTON—A $1,180,332 law suit, alleging monopoly and violations of antitrust acts, was filed in U. S. District Court here last fortnight by the Trail Drive-In, operated by Jack Farr. The complaint contends principally that the King Center Drive-In is getting "top grossing" pictures before the Trail because of sealed bids submitted to film distributors.

Defendants in the suit are Warners; Paramount; the Jefferson Amusement Company, Beaumont, Tex., which operates the King Center Drive-In; and Interstate Theatre Circuit. Seymour Lieberman, attorney who filed the suit, said that the theatre defendants file sealed bids to the various film features.

"We don't know if Trail is actually outbid or not," Lieberman said. "The results of the bids, opened in private, are never revealed. King Center may be allowed to bid after all of the other bids are in." The Trail alleges in the complaint that it was outbid on two recent major films, "Giant" and "Gun Fight at the OK Corral," because the King Center, which operates an east and west side, made one lump bid for both theatres, that is, both sides. "We had a case there where two theatres were bidding against one," the attorney added. Lieberman also said that the King Center has greater purchasing power and the "longest purse," and is in a preferred position to outbid Trail.

The suit also asks that the time that must elapse between downtown and neighborhood theatre showings be shortened. The current policy is that outlying theatres must wait 31 days after a movie has appeared in a downtown theatre before it can be shown.

The complaint, claiming that damages total $393,444, asks triple damages. The Trail says it lost $100,000 in improvements to investment, $208,444 that it would have taken in if it had received top grossing pictures first, and an $85,000 loss in concession business.

## NSS Trailers Available

NEW YORK - National Screen Service announced recently that it has a variety of trailers available for those drive-in operators wishing to publicize the end of the season or wishing to extend it.

# Skiatron Toll-TV Programs Ready By Spring, Fox Tells Congressmen

WASHINGTON—Matthew Fox, president, Skiatron Television, Inc., told a House judiciary sub-committee last fortnight that his firm could put on paid TV programs next spring in Los Angeles, San Francisco, or New York City, excluding Manhattan.

"We could go anywhere, but we'd have to know in the near future," he said, adding that Skiatron's new wiring system would make the cost of wiring these cities for toll-TV slightly more than 10 per cent of the cost of installing the coaxial cables currently used for wired-TV.

He told the committee "this really is a poor man's medium" and said flatly that there would be "no commercials whatsoever" on Skiatron transmitted programs.

There would be no down payment and no installation charge for attaching the Skiatron decoder to a television set, Fox explained. Subscribers would be charged a fee of $3 per month, which would cover the cost of wiring, installing the decoder, servicing and maintaining it, and the cost of monthly decoding program card to each subscriber. For this monthly fee, the subscriber would receive 24 hours of high fidelity music a day, Fox said.

The subscriber would pay for any programs he wished to see and the price would have to be "acceptable to the public," according to Fox.

As an illustration, Fox said the cost of laying Skiatron's "grid" or wire network to which individual homes would be connected would cost less than $6,000,000 in the San Francisco Greater Bay area. This would cover 1,000,000 homes.

In connection with his company's reported negotiations with the New York Giants and the Brooklyn Dodgers for pay-TV broadcasting of their baseball games from San Francisco and Los Angeles, Fox said, "Whether any baseball club moves or doesn't move to California, we made an offer to San Francisco and Los Angeles to go forward. We are not relying on baseball solely, because baseball alone can't support a closed toll-TV system."

It was divulged that Skiatron would keep two-thirds of the take from any program it transmitted, with one-third going to "the owner of the attraction." From its two-thirds, Skiatron would pay for operating costs, recoup its investment, pay a "local responsible citizen" to operate the system, and pay a local phone company either for leasing its poles or for putting in the Skiatron wires.

## Republic Net Down

NEW YORK—For the 26 weeks ended April 27, Republic and its subsidiaries reported a net profit of $199,586 before federal tax provision, estimated federal tax on income $107,000, or a net after taxes of $92,586.

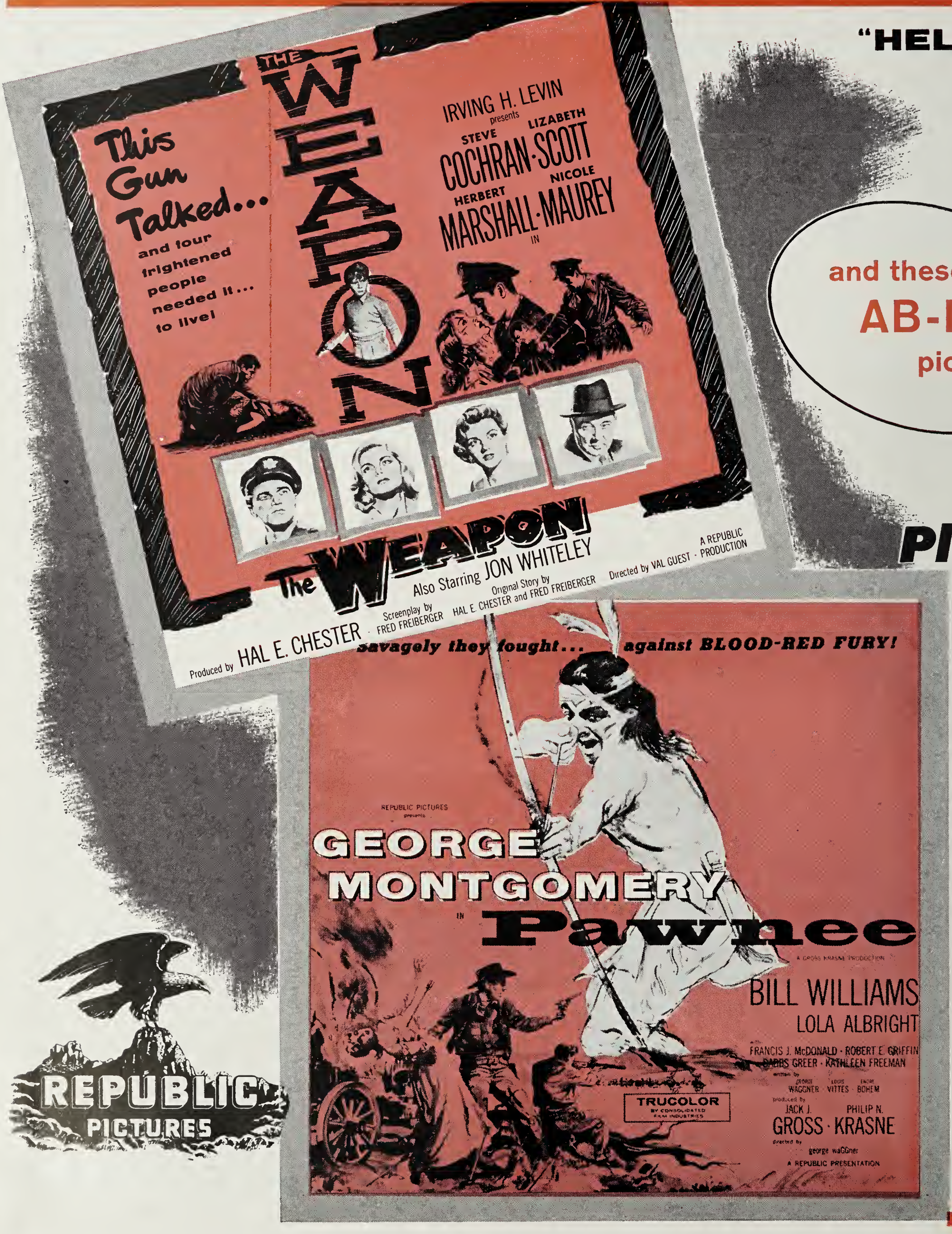
For the same period a year ago, Republic reported a net profit after taxes of $1,078,694, including special capital gain income.

## Regal Program Upped

NEW YORK—Executive producer Robert L. Lippert is stepping up Regal Films production program by seeking top story properties and major boxoffice personalities to complete the company's quota of 25 pictures for 20th-Fox release this year.

# Available for booking a

**"HELL'**


This Gun Talked...
and four frightened people needed it... to live!
THE WEAPON
IRVING H. LEVIN presents
STEVE COCHRAN · LIZABETH SCOTT
HERBERT MARSHALL · NICOLE MAUREY
IN
The WEAPON
Also Starring JON WHITELEY
Produced by HAL E. CHESTER · Screenplay by FRED FREIBERGER · Original Story by HAL E. CHESTER and FRED FREIBERGER · Directed by VAL GUEST · A REPUBLIC PRODUCTION
Savagely they fought... against BLOOD-RED FURY!
REPUBLIC PICTURES presents
GEORGE MONTGOMERY
IN
Pawnee
A GROSS KRASNE PRODUCTION
BILL WILLIAMS
LOLA ALBRIGHT
FRANCIS J. McDONALD · ROBERT E. GRIFFIN
DABBS GREER · KATHLEEN FREEMAN
written by GEORGE WAGGNER · LOUIS VITTES · EMORE BOHEM
produced by JACK J. GROSS · PHILIP N. KRASNE
directed by george waGGner
A REPUBLIC PRESENTATION
TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES

and these

**AB-PT**

pictur

**Plu**

REPUBLIC PICTURES

# EPUBLIC branches now!

ROSSROADS" *NATURAMA*

POILERS OF THE FOREST" *TRUCOLOR - NATURAMA*

"THE MAN IN THE ROAD"

"THE RED PONY" *A RE-RELEASE*

"TIME IS MY ENEMY"

"THE LAWLESS EIGHTIES" *NATURAMA*

"THE QUIET MAN" *Color by TECHNICOLOR*

"JOURNEY TO FREEDOM"

"BEGINNING OF THE END"

"THE UNEARTHLY"

**NOW DOING OUTSTANDING BUSINESS!**

# his REPUBLIC product available soon!

**LAST STAGECOACH WEST** *IN NATURAMA*

JIM DAVIS · MARY CASTLE · VICTOR JORY

**TAMING SUTTON'S GAL** *IN NATURAMA*

JOHN LUPTON · GLORIA TALBOTT · JACK KELLY

**OPERATION CONSPIRACY**

PHILIP FRIEND · MARY MACKENZIE · LESLIE DWYER

**THE WAYWARD GIRL** *In NATURAMA*

MARCIA HENDERSON · PETER WALKER · KATHARINE BARRETT

**HELL CANYON OUTLAWS**

DALE ROBERTSON · BRIAN KEITH · ROSSANA RORY

**HELD ON SUSPICION**

PHYLLIS KIRK · DAN O'HERLIHY · WILFRID HYDE WHITE

**RAIDERS OF OLD CALIFORNIA**

JIM DAVIS · FARON YOUNG · LEE VAN CLEEF

**STREET OF DARKNESS**

ROBERT KEYS · JOHN CLOSE · JAMES SEAY

**PANAMA SAL**

ELENA VERDUGO · EDWARD KEMMER · CARLOS RIVAS

**WEST OF SUEZ**

JOHN BENTLEY · VERA FUSEK · MARTIN BODDEY

# UA, Hecht-Hill-Lancaster Sign New $26,000,000 Film Deal For '58-'59

HOLLYWOOD—A new multiple-picture releasing deal between the Hecht, Hill and Lancaster Companies and United Artists, involving a production outlay of $26,000,000, was announced jointly last week by Harold Hecht and Arthur B. Krim, presidents of the respective companies.

The agreement calls for the Hecht-Hill-Lancaster Companies to deliver six additional pictures in 1958 and 1959 beyond the present three pictures remaining under the former contract.

The six pictures are "The Unforgiven," by Alan LeMay for which J. P. Miller is writing the screenplay; "The Catbird Seat," based on a short story by James Thurber with screenplay by George Axelrod which Billy Wilder will direct; "Ballad of Cat Ballou," by Roy Chanslor who is doing his own screenplay; "Kimberley," based on the novel "Tell It on the Drums" by Robert Krepps, which Sir Carol Reed will direct from a screenplay being written by Philip Yordan; "The Rock Cried Out," also to be directed by Sir Carol, based on a short story by Ray Bradbury who is writing the screenplay; and "The Rabbit Trap," by J. P. Miller, now being adapted for the screen by John Dighton.

Burt Lancaster will star in four of the six pictures.

The following three films are still to be produced for UA under the old agreement: "Run Silent, Run Deep," co-starring Clark Gable and Burt Lancaster, which will go before the cameras Sept. 3 under the direction of Robert Wise; "Separate Tables," scheduled for an early November shooting date, with Rita Hayworth, Deborah Kerr, David Niven, and Burt Lancaster starred and directed by Delbert Mann; and "The Way West," by A. B. Guthrie, based on a screenplay by Clifford Odets and starring James Stewart and Burt Lancaster.

Krim and Robert S. Benjamin, chairman of the board of United Artists, flew to Hollywood to consummate the production deal with the major independent production company. Lew Wasserman, president, Music Corporation of America, and Robert F. Blumofe, vice-president in charge of west coast operations for UA, also participated in the meetings.

## Allied Board To Meet

WASHINGTON, D. C.—The regular summer board meeting of Allied States Association of Motion Picture Exhibitors will be held at the Penn Sheraton Hotel, Pittsburgh, on Aug. 14-15, preceded by a meeting of Allied's Emergency Defense Committee, it was announced here last week.

The plan to hold these meetings in New York was abandoned when it was learned that there would be no session of the Joint Committee on Arbitration in August. Allied representatives who have attended these sessions during the past three months will report to the board.

## AB-PT Ups Lazarus

NEW YORK—Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced last week that Herbert B. Lazarus has been elected secretary of the corporation succeeding Robert H. O'Brien, resigned. Lazarus is also vice-president.

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## "Man Of A Thousand Faces"

**This CinemaScope presentation of the life of Lon Chaney will prove a boxoffice smash. James Cagney does a fine job as does Dorothy Malone, Jane Greer, and Jim Backus.**

**As produced by Robert Arthur and directed by Joseph Pevney, this comes across as a dramatic thunderbolt, and can be rated as a four handkerchief film.**

**Caught in a projection room with a dozen hard boiled exhibitors, the picture was acclaimed as one of the year's best. Two 14-year-old youngsters present commented, "It's the greatest." They were observed as moved to tears several times.**

**This is definitely a money picture.**

**—J. E.**

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# Waxmann To Be Feted At Jewish Fund Dinner

ATLANTIC CITY, N. J.—Harry I. Waxmann, prominent area exhibitor, will be guest of honor at the annual Jewish National Fund Dinner scheduled for Sept. 8 at the Ambassador Hotel, it was announced last week by Rabbi B. Reuben Weilerstein, president.

WAXMANN

The occasion will mark the dedication of an Atlantic City forest of 10,000 trees to be planted in his honor in Israel on a tract dedicated by Mayor Joseph Altman during his visit there in 1953.

Rabbi Weilerstein stated, "For 36 years now Harry Waxmann has served our community with honor and distinction. He has lent a helping hand to every worthwhile civic and humanitarian endeavor."

Waxmann is honorary vice-president, Federation of Jewish Charities; secretary of the Atlantic County Heart Association; and a staunch supporter of the Boy Scout movement. He has been identified with practically every charitable and civic endeavor at one time or another and is a member of many fraternal organizations, Variety Clubs International, and he was recipient of the 1952 "Man of the Year" award for outstanding humanitarian endeavors of the Atlantic City Boardwalk Lodge of B'nai B'rith.

## Leader Vetoes Tax Cut

HARRISBURG—A bill that would have reduced local taxes on motion picture admissions to five percent has been vetoed by Governor George M. Leader.

The Governor said about 180 municipalities in Pennsylvania have theaters that levy an admissions tax in excess of five percent.

"It is a matter of common knowledge that these municipalities are in serious need of revenue, that this need is increasing, and that any reduction in their taxing authority would seriously interfere and impair the performance of essential public services," he said.

# 59 Circuits Pledge Hospital Drive Aid

NEW YORK—To date a total of 59 circuits, including most of the majors, have already pledged participation in the Combined Audience Collection-Christmas Salute for Will Rogers Hospital. Approximately two thousand conventional and drive-in theatres are involved in the circuits alone, and these have pledged 100 per cent cooperation in the Collections and Salute.

In most cases the collections are being taken during the week beginning Wednesday, Aug. 7 through 14. A few of the theatres are using a different week in August to coincide with stronger programs.

Stanley Warner, Loew's, and RKO are collecting for a full week, and some other circuits are collecting for two consecutive weekends.

Among the circuits whose pledges have been received to date are Stanley Warner, Loew's, RKO, Rowley-United, Paramount Gulf and Tenarken, Interstate and Texas Consolidated, Malco, Tri-States, Commonwealth, Frontier, United Artists, Brandt Theatres, Randforce, Arthur Enterprises of St. Louis, Walter Reade, Schine, Skouras, Fabian, Cinema Circuit, Trans Lux, Trans Texas, Island Theatres, Associated of Pittsburg, Cinerama, Stearn-Hannah, E. M. Loew, Interboro, City Entertainment, Kallet, Jay Emanuel Theatres, Basil, J. C. Bolte, Selected Theatres, Cinema Art Theatres, Skirball, Wurtzberg, Dickinson, Phil Smith, and Nutmeg Circuit.

Boston, Chicago, Minneapolis, and San Francisco exchange areas will hold their collections later in the year because of conflicting commitments previously made for other drives. Detroit is the only territory not conducting Audience Collections.

## Exhibs Back Sampling Plan

DETROIT — Milton London, president, Allied Theatres of Michigan, stated last fortnight that the group is "100 per cent back of the program for mass free ticket sampling to rebuild attendance," and plans are being made to make it available to upstate exhibitors through a committee headed by Howard Sharpley, circuit operator of Hillsdale.

London said that a budget quota of $25,000 has been nearly completely raised for the sampling program, and stated that about 75 metropolitan area theatres will participate, including practically all first, second, and key run houses.

ATM plans to reestablish a program of regional meetings throughout the state in the fall.

The body is broadening its legal attack on the Detroit refrigeration tax ordinance, with plans to engage rate engineers and utility consultants to give expert testimony. A special assessment of one dollar per ton of capacity is being made on affected houses in the Detroit area to meet the expenses.

## N.Y. Regents' Ban Upset

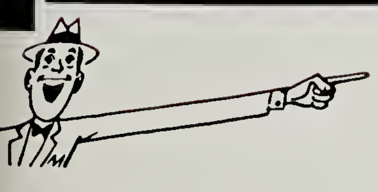
ALBANY, N. Y.—The Appellate Division of the New York Supreme Court last week annulled the decision of the Board of Regents in a unanimous decision and directed the Kingsley International release "Lady Chatterly's Lover" be licensed.

The Board of Regents was said to have exceeded its authority in attempting to ban the film on grounds of immorality.

Let's make a date now
to get together in August.
I have a lot to tell you about:
the real lowdown
on our friends in television,
and the surprising answers to a lot
of interesting box-office questions
including

**will success spoil rock hunter?**

Keep in touch, Jayne Mansfield



from 20th Century-Fox CINEMASCOPE Color by DE LUXE

# The International Scene.....

## Canada

### Two FPCC Execs Retire After 37 Years

TORONTO — Famous Players Canadian Corporation announced two retirements and four new appointments.

Retiring are William Kerr, Chief accountant and assistant treasurer, and Roland Darby, manager, insurance department. Each has 37 years' service with the company.

The appointments are Clare S. Doidge to assistant treasurer; Thomas Naylor, chief accountant; and Fred Morley, succeeding Darby. Anthony Haines was appointed assistant to Morley. All appointments have been made from within the company, in line with previous announced policy.

### Canadian Comment

Resignation of Alfred W. Perry as president and general manager of Empire-Universal Films Ltd. has been made known. Perry who entered the industry in 1932 has announced only that he will "take a holiday." T. Alex Metcalfe, 40, Sovereign Films Ltd., has become acting general manager of Empire-Universal. Metcalfe originally came into the industry in 1940 when he joined Empire-Universal as a salesman.

Screen advertising, both its showing and its production, has been discontinued in Canada by the J. Arthur Rank Organization. There will be no screen advertising in the over 100 Odeon houses in Canada, said C.R.B. Salmon, vice-president and secretary-treasurer of the organization, "until there is a sufficiently high standard met by the screen advertising companies." He said that the production of screen advertising has been suspended for economic reasons. He indicated that the Rank organization would have stayed in it "even if we had broke even, but we couldn't interest a sufficient number of national advertisers into using the theatre screen as a medium of advertisement." The screen advertising company which had produced "Tips" under the direction of Jack Ralph for the last two and a half years, had a staff of four. It used the production facilities of Meridian Studio, Toronto, operated by Julian Roffman and Ralph Foster. The project had been given "a fair trial," said Salmon, but he was unable to explain why screen advertising, so widely accepted in the rest of the world, didn't catch on in Canada.

Alfred E. Daff, left, executive vice-president, Universal Pictures, and president of its foreign subsidiary, recently presented Al Lowe, U-I's Latin American supervisor, with a cup symbolic of victory in the company's 1957 Daff Drive, as assistant foreign general manager Ben Cohn looked on.

A junket representing all facets of the motion picture industry may tour Canada as early as this September, but a more likely date will be June, 1958. This was revealed in Toronto by Donald Henshaw, Canadian representative of the MPAA. Henshaw was originally appointed to work on the Canadian Cooperation Project, a project meant to bring more U.S. dollars into Canada through cooperation of the motion picture industry. September is looked upon as second choice to June, said Henshaw, because by June the groups representing all the picture-making crafts in Hollywood would be better organized. The junket, to be paid for by the industry, has been in the talking stage for the last two years, said Henshaw. The itinerary had been worked out by Henshaw with Clare Appel, executive secretary, Canadian Motion Picture Distributors Association. It would give key representatives of the picture-making crafts an opportunity of examining Canada in all its facets. It would travel into the hinterlands of Canada, making an intensive study for materials for future pictures as well as creating goodwill on behalf of the industry.

**CINE CHATTER:** Leslie Allen is with Houston and Company, brokers. . . . Father Cherrier, Variety Club chaplain, suffered a heart attack on the golf links. . . . Saskatoon theatre managers have renewed their appeals to the city council for a reduction in the amusement tax. . . . Regina exhibitors are having the same problem. . . . At the recent meeting in Montreal of the Quebec branch of the Canadian Picture Pioneers at which Phil Maurice was elected president, seven women and two men were inducted. They are Rae Pellatt, Empire-Universal; Belle Corber, MGM; Eileen V. Brennan, Warners; Mrs. Anita LaPensee, Empire-Universal; Muriel Goulet, Loew's Theatre; Josephine Arie, Outrement Theatre; Noreen Brown, Palace Theatre; Robert Shepherd, Alouette Theatre; and John C. Sperdakos, United Amusements. . . . Two thousand dollars damages are sought from M.W. Zahorchak, of Niagara Falls, Ont., by Gypsy Rose Lee and four members of her troupe. Last year Zahorchak presented live entertainment in the Hollywood in association with Eric Greenwood. . . . The Alberta Theatres Association has asked its members to refrain from making personal statements to press and radio on industry policies. . . . The first theatre in Beaudry, Quebec, will be erected by Napoleon Molley. . . . Fox's operations in 16 mm. in Canada will begin Nov. 1 under the direction of Cecil Black when the company's franchise with General Films Ltd. expires. . . . Just one day after the Marks, Oshawa, closed, its roof collapsed. Investigation showed it might have caved in any time on 900 patrons. No one was in the theatre when the steel girders, wood and plaster crashed. Manager William Payne ordered the theatre closed after two women complained of falling plaster. . . . Annual meeting of the Alberta Theatres Association will be held at the Palliser Hotel, Calgary, Aug. 18 and 19. Business and entertainment arrangements are in the hands of Frank Kershaw, Mark Jenkins, and Roy Chown. . . . Four companies with an obvious interest in motion picture were incorporated by the Department of Secretary of State of Canada. They include C and C Films of Canada, Ltd., Allied Color Film Service, Ltd., Mars Film Productions, Ltd., and Tele-France-Canada, Ltd. . . . Dan Krendel of Famous Players Canadian Corporation is coordinating plans in this area for attending the Variety Clubs International convention in London next April.

—HARRY ALLEN, JR.

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# AB-PT Net Declines; Theatre Earnings Dip

NEW YORK—Estimated net operating profit of American Broadcasting-Paramount Theatres, Inc., for the second quarter of 1957 was $957,000 or 21 cents a share, as compared with $1,632,000 or 37 cents a share for the same period of 1956, Leonard H. Goldenson, president, announced last week. For the first six months of 1957, estimated net operating profit was $2,700,000 or 61 cents a share, compared with $4,202,000 or 97 cents a share in the same period of 1956.

Results for the second quarter reflected lower earnings for the theatres and the broadcasting division. While the quarterly season downturn in theatres was somewhat sharper this year, good results are looked for in the third quarter which is becoming the best theatre period when production companies release many of their top quality pictures.

## Phila. Drive-In Meeting

PHILADELPHIA—Area drive-in operators will meet tomorrow (Aug. 1) to discuss problems peculiar to the outdoor branch of exhibition, with a view toward formation of a drive-in association for the betterment of conditions within the industry and relations with the public.

Among items on the agenda for the meeting, which will take place at the Variety Clubrooms, Bellevue Stratford Hotel, will be triple feature showings, which some exhibitors feel are detrimental to business on those nights when three features are not shown.

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**THE NEW YORK SCENE (Continued from page 5)**

also entertain and not depress viewers.

As for "Silk Stockings," this was shot in 38 days at a total negative cost of $2,300,000. This period also included a rehearsal phase prior to actual filming, and he hoped that after this his name would no longer be erroneously linked with only expensive pictures. It is his first film in seven years, and he is unsure of his next assignment.

**THE METROPOLITAN SCENE: UA to start distribution of its jumbo pressbook on "The Pride And The Passion" shortly. . . . Kim Novak hits the long play trail with a Decca Album out called "This Is Kim As Jeanne Eagels." . . . The Paramount is going for the Horrorthon bit when "The Curse of Frankenstein" is premiered on midnight on Aug. 6. . . . Warners boasting it's dominating the magazine field during June, July, August, and September with a total of 32 covers devoted to eight of the company's stars.**

# Industry Generosity Benefits Red Cross

ALBANY—The generosity of producer Mike Todd and of the Stanley Warner Corporation, operating the Ritz, in donating the entire proceeds from the premiere last week of "Around the World in 80 Days" to the Albany County Chapter, American Red Cross, for its Disaster Relief Fund, won widespread commendation.

Originally, the Times-Union had arranged to rent the 1130-seat house for a special preview one day earlier, but when Todd heard the purpose of the newspaper in doing so, he sent word that Todd Productions and Stanley Warner would be happy to turn over all proceeds from the opening show the next night. Todd praised the Red Cross for its assistance to the recent victims of Hurricane Audrey in Louisiana.

The Times-Union, which printed daily stories and seat-application blanks for the gala premiere, had expected to pay $1400 for Ritz, according to publisher Gene Robb, The action of Todd and Stanley Warner saved this amount for the Red Cross.

## Small Town Premiere For "God Is My Partner"

**HAWKINSVILLE, GA.—The world premiere here last fortnight of 20th-Fox's "God Is My Partner" marked the first time that a major screen attraction has been unveiled in a town of less than 5,000 persons.**

**Hawkinsville was chosen for the premiere as a result of the insistence of J. H. Thompson, the 12-term president, Motion Picture Theatre Owners and Operators of Georgia, that "a family picture with a religious theme" is what small town moviegoers want the most.**

**Marion Ross, co-starring in the film with Walter Brennan, was here for the premiere.**

# Variety Camp Drive In Successful Finish

ALBANY — The two-month emergency drive of Variety Club to raise $12,000 for its principal charity, Camp Thacher, has been concluded with success and the continuation of free two-week summer vacations for 300 needy boys is assured. The drive was necessary because the regular Variety Denial Drive for $15,000 to finance the camp, in cooperation with the Albany Boys' Club, fell considerably short of its mark.

Chief Barker Al Kellert and the crew decided to undertake the special drive, which was facilitated through a list of donors to a new Boys' Club building fund being made available. Other contributions were secured through mail appeals to corporations, civic and club groups, and others interested in supporting the Boys' Club.

Supplementing the special drive was a benefit dance at the Shaker Ridge Country Club, suggested by Barker Edward Rothbard and carried out by an 11-man committee headed by Jules Perlmutter. The committee obtained the cooperation of the newspapers and went to work on the sale of space in a 32-page souvenir booklet.

Among the advertisements in the souvenir book were those from the Fabian, Kallet, Schine, and Stanley Warner circuits; Morris and Raphael Kelin Drive-In Theatres; John W. Gardner's Turnpike Drive-In; John and Peter Camarotta's Carman Drive-In; Alan Iselin's Auto Vision; Lamont's Riverview Drive-In; William Donato's Rustic Drive-In; Sylvester Albano's Ravenna Drive-In; James Fisher's Hollywood Drive-In; Arthur J. Newman Film Company; National Theatre Supply; and Albany Theatre Supply.

## ALBANY

A tribute to the late Harry Lamont, Variety Club past chief barker and a former chairman of its Heart Fund, appeared in the souvenir booklet issued as part of Variety's Save Camp Thacher Drive. . . . Schine circuit executive William J. Graham, former Altec special representative to the Schine organization, was a visitor, as was Si Evans, Schine assistant director of exploitation and publicity. . . . Jack Diamond, Universal studio publicity department, accompanied James Stewart on his visit here on behalf of "Night Passage," in the Strand. Universal branch manager Norman Weitman, exploiteer Robert Ungerfield, and Strand manager A. G. Swett made the arrangements.

## ATLANTA

Mildred Castleberry, Martin Theatres booker, returned to her home following surgery. . . . Lewis Owens, former RKO salesman and later a Martin Theatres booker, has joined the Universal sales staff, replacing Allen Rainwater. . . . The local WOMPI chapter has been honored by a resolution adapted by the Motion Picture Theatre Owners and Operators of Georgia and Alabama Theatres Association which praises the work of the ladies at the exhibitor groups' recent convention here.

## BOSTON

Irving Vuono has joined the sales staff, United Artists, transferring from the Philadelphia office. . . . Doctors' reports on the condition of George Kraska, Embassy publicist, were favorable and he was expected back at his desk in a few weeks. . . . Phil Bloomberg, Orpheum, Danvers, Mass., joined Independent Exhibitors, Inc., of New England. . . . Harry Martin, projectionist, Stuart, died suddenly. . . . Frank Engel, co-owner, Casino, was stricken with a heart attack while vacationing in Miami.

Fred B. Caldwell, former drive-in manager in Vermont, now is manager, Gloucester, Mass., Drive-In for Robert Mecheem and partners. . . . Milton Schosberg now is manager, Post Drive-In, East Haven, Conn. . . . Harry Browning, general manager, Medford Twin Drive-In, was named chairman of publicity, Medford Youth Day, to be held Sept. 14. . . . Allied Artists announced the Ben Abrams 35th Anniversary playdate drive, Aug. 15-Oct. 15, honoring AA's district manager. Working closely with Abrams in the drive will be his sales and booking staff, comprising Jerry Callahan, Frank Hyland, Mel Ames, and Charles Wilson.

## BUFFALO

Bill Brereton, advertising and publicity director, Basil circuit, is back at his desk in the Lafayette and well on the way to complete recovery of his health. . . . Harold Bennett, Variety Club chief barker, and 16 members of the Tent's board of directors, attended the funeral services for past chief barker Murray Whiteman in the Delaware Park Memorial Chapel. Interment was in Washington Cemetery, Brooklyn, N. Y. . . . The change-over of the Schine Monroe, Rochester, N. Y., from a neighborhood house to a de luxe specialty spot is in keeping with a current trend in the industry, according to circuit vice-president Donald Schine, who was in Rochester to inspect the Monroe's Todd-AO installation.

## CHICAGO

Jack Gilbreath, Paramount booker, returned to his desk after several weeks in the hospital. . . . Mrs. A. Lambert joined the Belmont staff, succeeding Bob Hjorth, retired. . . . Frances Blaney, United Artists, and Steven Pfister were wed. . . . Chicago theatre basements which were flooded in a record breaking rainfall required several days to dry. . . . Mike Ford MGM city sales staff, is better after hospitalization. . . . Attorney Abner Mikva is carrying on the fight for "The Game of Love," turned down by the censor board and the lower courts. He is preparing an appeal to the U. S. Supreme Court. . . . Ralph Johnstone, 45, Brighton projectionist, Grafton, Ill., died. . . . Jerry Cohen, manager, Pantheon, before B and K terminated its lease, was transferred to the State-Lake.

The Indiana Film Transit is now a member of Air Dispatch, Inc., Chicago, handling film shipments. . . . The footage of pictures viewed by the Chicago Police Censor Board for the first six months of the year reached the total of 2,714,000. In the 431 films scanned,

**A special regional meeting of New England Theatres, Inc., was held recently at the Boston headquarters with top officials of the company as well as leading managerial executives from the entire New England area in attendance. Seated in the second row, literally surrounded by managers from the New England Theatres, Inc., circuit, are, left to right, Hy Fine, city manager for Boston and surrounding area; Chester L. Stoddard, district manager; Robert M. Sternburg, vice-president, New England Theatres; Edward L. Hyman, vice-president, AB-PT Theatres; Martin J. Mullin president, New England Theatres, Inc.; and Gerad Govan, film buyer.**

# *Exhibitor, Film Group Resolve Differences*

DECATUR, GA.—The dispute between the Decatur Better Films Committee and the management of the town's only movie theatre was resolved last fortnight, although the question of Sunday operation remained undecided.

At the close of a meeting of the Committee with theatre owner Fred Storey, Storey Theatres, and the City Committee, City Manager J. D. Powell stated that the major provisions of the agreement ending the dispute were that not more than half of the Better Films group could attend the first showing of a film, and that not more than two could attend subsequent showings. Storey, it was understood, had accused the Committee of abusing its privilege of free admission by entering the theatre in its entirety.

Storey said that the agreement was a "satisfactory solution to the problem," but that he would still like to be able to exhibit on Sunday, which he is, at present, forbidden to do. The question was not discussed at the meeting last fortnight he said, adding that he "would like to see the matter brought up at some future time."

## Salesmen's Club Outing Attracts Many Industryites

**CLEVELAND — The Salesmen's Club held its annual summer outing last fortnight at the home of 20th-Fox salesman Sam Lichter. More than 40 were present, including most of the territory branch managers. Al Boudouris, Toledo, O., exhibitor, flew in on his private plane with his manager, Fred Lenz, and circuit owner Jack Armstrong aboard.**

**The baseball contest, an annual feature, produced no clear winner because of a disputed score of 14 to 13, with Irving Marcus' team holding the questionable victory over Jim Leavitt's side. Gin Rummy was another event of the affair, for those who preferred less active entertainment.**

# *Businesses Disappear As Theatre Shutters*

COLUMBUS, O.—The vital importance of neighborhood theatres to nearby business establishments has been graphically illustrated by the demise of small businesses in the vicinity of the closed Indianola, a North Side neighborhood situation.

The theatre, operated by Frank Marzetti, who continues to operate the Linden neighborhood, closed several months ago. Since then, seven nearby business firms have shuttered. These include a bakery, restaurant, hardware store, laundry, auto accessories store, appliance store, and a grocery. "The area is dead," said Marzetti. "What business remains is dying a slow but sure death."

Marzetti said he has been unable to sell the Indianola building, but that its size and value for other types of operation assure a satisfactory sale. He proposed that merchants and theatre operators cooperate in providing parking places and various other conveniences to attract customers. He said the neighborhood business men refused to aid him in resurfacing the parking lot owned by the theatre.

"There is nothing wrong with the neighborhood," said Robert Wile, secretary, Independent Theatre Owners of Ohio, in a bulletin to members. "It is a neighborhood of small homes, well-kept, with middle-income people in the majority. In seeking cooperation with merchants in your own neighborhood, use this information to best advantage," said Wile.

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103 were foreign. Nine were labeled adult, three were rejected, and 75 cuts were made. . . . DaLite Screen moved its equipment to a new factory in Warsaw, Ind. . . . Jules Silverstein, Oriental owner, is better after hospitalization. . . . Frank Latka joined the MGM staff. . . . James Finsky joined Ben Katz' U-I publicity staff.

## CINCINNATI

Madge Crabtree, general clerk, Paramount, now is booking clerk, replacing Marlyn Vetter, promoted to the accounting department. Fay Humphreys replaces Miss Crabtree. Miss Vetter was married to William J. Vinson, son of Louise Vinson, Paramount cashier. . . . Dick McBeth, manager, Hocking Drive-In, Logan, O., and Paul Pine, manager, State, London, O., have exchanged locations. John Rich is the new manager, Grant, Williamstown, Ky. All are Chakeres Circuit operations. . . . Milton Strauss, owner, will manage the Old Town and the Xenia Drive-In, Xenia, O., following resignation of Kip Smiley. Frank Yassenoff, Columbus, O., will book and buy for Strauss. . . . Columbia set Aug. 7 as the saturation date for "20 Million Miles to Earth" and "The 27th Day." . . . Manny Shore, owner, War and Grant, War, W. Va., succumbed of a heart attack.

COLUMBUS, O., NEWS—James Stewart, star of U-I's "Night Passage," was scheduled to stop over for two hours at Port Columbus to participate in press, radio, and filmed television interviews in advance of the picture's opening in Loew's Broad. . . . Trend toward first-runs in neighborhoods and drive-ins continued with the booking of "The Buster Keaton Story" and "Tears For Simon" at Miles drive-ins and "Bailout at 43,000" and "The Ride Back" in the Beechwold, Boulevard, Esquire, Livingston, University, Eastside, National, 17th Avenue, and South.

## CLEVELAND

"The Ten Commandments" moves to the Colony, Lake, and Fairview for a scheduled two week run, beginning Aug. 7, after 29 big weeks in Loew's Ohio, followed by four weeks in the Park and Granada. . . . Paramount salesman Jerry Lipow became a member of the Paramount 100 Per Cent Club when district manager Howard Minsky pinned a gold emblem on Lipow's lapel as branch manager Harry Busbaum looked on. . . . Jack Zidem, head of Imperial Pictures here as well as of Allied Film Exchange, Detroit, was in to confer with branch manager Rudy Norton. . . . Art Brown, Lakewood manager, was hospitalized with a heart attack. . . . Bob Martin, Shaker manager, returned to his post following hospitalization for a back injury. . . . Fire has closed down Edward Raab's Highland, Akron, O., for about four weeks.

## DALLAS

Harold A. Greenlin has installed refrigeration in the Strand and reseated the balcony. . . . Jerry Lewis appeared here in the Majestic instead of the Palace, as originally planned. Bobby Bixler, Paramount publicity head, was to accompany Lewis on his tour of the state in conjunction with "The Delicate Delinquent." . . . Col. H. A. Cole, veteran theatreman, has returned to his home after a 10-day stay in the Baylor Hospital here. . . . Louis Higdon, general manager, Frontier Theatres, returned from an extended tour of circuit theatres in New Mexico. . . . Work has been started on the new offices of United Artists in the Jay Building. . . . The Lagow, South Dallas, which has been closed temporarily, will be reopened shortly as a deluxe operation. . . . The Samuels Boulevard Drive-In, operated by James Riggs, now is using the same programs as the Twin Hi-Ways and Cinderella Drive-Ins. . . . Buddy Gotcher has been named manager, Jefferson Drive-In. He replaced the late Raymond L. Thompson, who was killed in an accident at the drive-in. Gotcher previously managed the Chalk Hill Drive-In here. The Jefferson is operated by Lone Star Theatres.

WALT DISNEY'S

**Al Cerankowski, manager, Basil Enterprises' Strand, Buffalo, is seen with Lorraine Horbett, recently crowned "Cinderella Queen" in a community popularity contest held in connection with the showing of Buena Vista's "Cinderella."**

## DENVER

James Petersen has closed his Vogue, Littleton, Colo., but will still operate the drive-in at Castle Rock, Colo. . . . The Park, which has been closed for some months, has been leased to a church organization. . . . Al Kolitz, district manager, Rank Film Distributors of America, has named Earl Dyson, former RKO salesman, as salesman for the Kansas City area. . . . Gustave Mohme, owner, Clasa-Mohme exchanges, was in to confer with Gilbert Martinez, branch manager.

## DES MOINES

The VFW, Scranton, Ia., voted to purchase the Rex there, with plans calling for shows twice a week. The rear portion of the theatre will be used for club rooms, leaving the front portion for the movie house. The theatre has not been in operation since October. . . . F. W. Fromm has purchased the interests of E. E. Morris in the theatres operated at Eagle Grove and Clarion, Ia. Both theatres are operated by the Central States Circuit with Morris as a partner.

## HOUSTON

All profits of the Chocolate Bayou Drive-In one night were donated to the United Negro College Fund, according to E. C. Norris, campaign coordinator. The local campaign

**Seymour Borde, western division sales manager, Rank Lilm Distributors of America, actress Peggy Cummins, Victor Dunne and Sidney Linden, Beverly Canon Theatres, Los Angeles, are seen at the recent benefit opening of "A Town Like Alice" there for CARE, which marked its 11th anniversary.**

needs $5000 to meet its quota of $25,000. The national quota is $4,000,000 to aid 31 privately operated Negro colleges. . . . Gaylynn Baker has been named "Miss Houston" and was crowned by Jerry Lewis. Miss Baker will receive a part in Lewis' next motion picture. . . . A boy was born to Mr. and Mrs. Phil Sherman. He is a Universal salesman. Mrs. Sherman was formerly with Warners and was once secretary to Barney Woolner, exhibitor and producer in New Orleans. . . . The by-laws of the Greater Houston United Theatre Association have been amended to change the day of meeting to every other Wednesday. Dan Goodwin, Winkler Drive-In operator, will be in charge of the next meeting, which will be held in the Variety Club. . . . Dave Speake has been promoted from shipper to booker, Universal. Other changes include the addition to the staff of Lavera Mickan and Maxine Lee as clerks; David Bush, assistant shipper; Jack Pair, shipper; and Kenneth Sarver, head shipper.

## JACKSONVILLE

Bill Beck, managing director, suburban Five Points, and Allan C. Dalzell, Mike Todd Productions, signed papers here for a limited engagement of "Around the World in 80 Days," beginning Aug. 14. Beck said that he will present 10 shows weekly, all on a reserved seat basis. . . . Bob Morales, 42, independent film booker, Tampa, Fla., died there of lung cancer. . . . Warren R. Shaffer, owner, Suburbia Center Drive-In, Gainesville, Fla., died following a heart attack. . . . Stan Kramer was serving as relief manager, Edgewood, while Herb Roller vacationed.

MIAMI, FLA., NEWS—Robert E. Baker is the new manager, Normandy, Miami Beach, Fla., replacing Paul Hepner, transferred by the Claughton circuit to its new luxury house in Hollywood, Fla. . . . Fred Archambault has been appointed assistant manager, Hollywood. . . . Tom Leighton has been transferred from relief manager, Wometco's. Ft. Lauderdale, Fla., theatres, to relieve Walter Klements, Mayfair, while the latter takes an extended vacation. . . .

## MEMPHIS

Howard Nicholson, Paramount branch manager, reported that "Loving You" was breaking records in 104 mid-south engagements. . . . Michael Todd's "Around the World in 80 Days" opens in the Malco circuit's Crosstown early next month. . . . William H. Davis, 64, maintenance engineer, Loew's State, until his retirement six years ago, died. . . . The show in the Capitol was interrupted by a fire. Manager Joe Shapiro reported that someone evidently had pushed a cigarette through a hole in the wall of the men's room, starting a blaze between partitions.

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## • *Film Distributors*

**ALLIED ARTISTS, 191 Golden Gate Ave.—HEmlock 1-2315**
Br. Mgr.: James P. Myers. Sales: F. H. Butler, Alan Heid. Booker: Clint Mecham. Cashier: Agnes Canon. Emerg. Phone: Mecham; Oakland, Calif. GLencourt 1-6653. *(Dist. Mgr. in residence: Melvin A. Hulling.)*

**BUENA VISTA (Disney), 230 Hyde St.—ORdway 3-1334**
Sales: Donald L. Fuller. Emerg. Phone: Los Altos WHitecliff 8-6898.

**COLUMBIA, 229 Golden Gate Ave.—UNderhill 1-4345**
Br. Mgr.: Melvin M. Klein. Office Mgr.: William Lanning. Sales: E. Torey Roberts, S. H. Klein, Henry Stark. Bookers: Ursula Levy, Carl E. Scott, Jr. Cashier: Mary Norris. Field Exp.: Lew Maren. Emerg. Phone: JUniper 6-6969. *(NW Dist. Mgr. in residence L. E. Tillman.)*

**CREST, 170 Golden Gate Ave.—PRospect 5-3441**
Sls. Mgr.: Max Talmadge, Office Mgr.: Carl Grant, Sales: Leo Petrini, David Black, Percy B. Mayer, Jay Fried, Richard Gregory, Emerg. Phone PRospect 6-3200.

**D.C.A., 369 Turk St.—ORdway 3-3060**
Branch Mgr.: Joseph C. Emerson. Booker: Gay Hamilton. Cashier: Edna MacCarthy. Emerg. Phone: FIreside 5-4175.

**FAVORITE, 255 Hyde St.—PRospect 2-4409**
Br. Mgr.: Hal Gruber. Sales: Roy Fehner. Booker: Cleo F. Bush. Cashier: Magda Wenschek. Emerg. Phone: None.

**METRO-GOLDWYN-MAYER, 259 Hyde St.—PRospect 5-1613**
Br. Mgr.: Samuel J. Gardner. Sls. Mgr.: John W. Coyne. Office Mgr.: Lila M. Goodin. Sales: Sidney Schuster, Sewart Engebretson. Bookers: Kay Hackett, Harry Hargreaves, Carman Wallace. Cashier: Bess Huntoon. Field Exp.: William Blake. Emerg. Phone: Hd. Shipper Jack Jensen, JUniper 4-4219.

**PARAMOUNT, 25 Taylor St.—GRaystone 4-3517**
Br. Mgr.: Jack L. Stevenson. Sls. Mgr.: M. S. Anderson. Office Mgr.: Jack Hurley. Sales: King Trimble, Howard Ross. Bookers: George Carmone, Arnold Lavagelto, James Henry. Cashier: Jessie Cole. Field Exp.: Robert Blair. Emerg. Phone: Carmone, JUno 8-9268

**RANK, 130 Hyde St.—PRospect 6-0164**
Branch Mgr.: James B. Mooney. Secretary: Florence M, Allingham. Emerg. Phone: VAlencia 4-9343.

**REPUBLIC, 221 Golden Gate Ave.—MArket 1-6880**
Br. Mgr.: George Mitchell. Office Mgr. and Booker: Genevieve Sutton. Sales: Al Adolph, Harry Weaverling. Booker: Casper Kannel, Jr. Cashier: Helene Shearer. Emerg. Phone SKyline 1-5236.

**20TH CENTURY-FOX, 245 Hyde St.—PRospect 5-1600**
Br. Mgr.: Jack E. Erickson. Sls. Mgr.: Paul Schmuck. Office Mgr.: Ugo Fratto. Sales: Joe Flanagan, Gene Newman, Ed Reed. Bookers: Joe Cane, Henry Davis, Ione Baratte. Cashier: Anne McFadden. Field Exp.: Eddie Yarbrough. Emerg. Phone: Fratto, PLaza 5-2824; Cane, MArket 1-7744.
*(Western Div. Mgr. in residence: Herman Wobber.)*

**UNITED ARTISTS, 201 Golden Gate Ave.—UNderhill 1-2751**
Br. Mgr.: C. Frank Harris. Sls. Mgr.: Fran C. Hass. Office Mgr.: Homer Hall. Sales: Ernie Gibson. Bookers: Dick Ivy, Ronnie Green. Cashier: Grace Heller. Field Exp.: Murry Lafayette. Emerg. Phone: None.

**UNIVERSAL-INTERNATIONAL 129 Hyde St.—PRospect 6-3660**
Br. Mgr.: T. Reisch. Sls. Mgr.: Murray E. Gerson. Office Mgr.: Edward Smyth. Sales: Verne Zeesman, Tony Grabowy, Gene Klein. Bookers: Bettie Gamble, Charles Gray, Ray Haberland, Edward Martin. Cashier: Helen Roberti. Field Exp.: Amike Vogel. Emerg. Phone: Gamble, DElaware 3-9569. *(Dist. Mgr. in residence: Barney Rose.)*

**WARNER BROS., 215 Golden Gate Ave.—UNderhill 1-1067**
Br. Mgr.: Al Shmitken. Sls. Mgr.: Al Grubstick. Office Mgr.: Joseph Hanley. Sales: Joe Zangrilli. Brokers: Jesse A. Wright, Jack Urban. Cashier: Robert Paez. Field Exp.: Max Bercutt. Emerg. Phone: OVerland 1-9826.

## • *Supply Dealers*

**NATIONAL THEATRE SUPPLY, 255 Golden Gate Ave.—MArket 1-4171**

**WALTER G. PREDDEY THEA. EQUIP., 187 Golden Gate Ave.—MArket 1-4171**
Emerg., Phone: BAyview 1-5749.

**ED ROWDEN THEATRE SERVICE, 276 Golden Gate Ave.—PRospect 6-4010**

**B. F. SHEARER CO., 243 Golden Gate Ave.—UNderhill 1-1816**

**WESTERN THEATRICAL EQUIP., 168 Golden Gate Ave.—PRospect 6-1251, 6-3200**

## • *Screen Trailers*

**HOWARD A. ANDERSON CO., 751 N. FAIRFAX—WE 3-7188**

**MOTION PICTURE SERVICE, 125 Hyde St.—ORdway 3-9162**

**NATIONAL SCREEN SERVICE, 140 Leavenworth St.—TUxedo 5-6878**
Br. Mgr.: J. D. Marpole. Office Mgr.: Frieda Fleishman. Sales: Emil Davis, Ray Richman.

## • *Signs, Advertising and Printing*

**FARRELL ART SERVICE, 361 Golden Gate Ave.—UNderhill 3-3556**

**JACK GOODWIN, 309 Turk St.—ORdway 3-3048**

**NATIONAL SCREEN SERVICE, 140 Leavenworth St.—TUxedo 5-6878**

**PISCHOFF SIGN CO., 177 Golden Gate Ave.—UNderhill 1-3822**

## • *Film Delivery Service*

**THOMAS W. GILBOY CO., 666 Ellis St.—ORdway 3-1272**

## • *Service Companies*

**ALTEC SERVICE CO., 318 Turk St.—ORdway 3-9151**

**RCA SERVICE CO., 420 Taylor St.—ORdway 3-8540**

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## MINNEAPOLIS

Jayne Mansfield was in for the world premiere of "Will Success Spoil Rock Hunter?" in the Radio City. . . . Jerry Lewis was in for personal appearances in connection with the opening of "The Delicate Delinquent" in the Radio City. He appeared also in four stage shows the opening day of the film. . . . Foster Blake, Universal western division manager, was in. . . . Pat Karas is the new stenographer, 20th-Fox, and Karen Cressy is the new clerk there. . . . Marilyn Olstein is the new receptionist, Columbia. . . . MGM had an office picnic at Lake Minnetonka. . . . Charles Cramer, Minneapolis Theatre Supply, made a swing around the territory. . . . Minnesota Amusement Company has remodeled its 766-seat Grand, Mankato, Minn., which now is an "A" house. The State, formerly the "A" house there, now is the "B" house. . . . The annual golf tournament of the Variety Club will be held Aug. 23 at the Brookview Country Club. A general membership dinner meeting has been set for Sept. 9. . . . Clarence Harter, Bismarck, N. D., has been appointed manager, New Leipzig, New Leipzig, N. D. . . . Chauncey Curtis has returned as manager, Minnesota Amusement's Dakota, Grand Forks, N. D., succeeding Durwood Thompson.

**The 1957-58 officers of New Orleans Women of the Motion Picture Industry are seen above. Seated from left to right are Mrs. Ann Balencie, Paramount, first vice-president; Mrs. Marie Berglund, MPA, president; Mrs. Lee Nickolaus, Cohen Enterprises, corresponding secretary; and, standing, left to right, Toni Bollhalter, Cohen Enterprises, treasurer; Mrs. Judith Hanmer, Universal, recording secretary; and Mrs. Imelda Giessinger, Richards Center, second vice-president.**

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## NEW ORLEANS

E. E. Schinn, Paramount salesman, was a patient in Foundation Hospital. . . . Mrs. Jack L. Walton advised Transway that she has shuttered the Town, Hackberry, La., and that the equipment is for sale. . . . Broadway and Hollywood celebrities flew in for a benefit show to aid victims of Hurricane Audrey. . . . Don Brandon, general manager, Film Inspection, announced that he took over the physical distribution of Paramount product as of last week, with entire crew intact. . . . Pittman Theatres general manager Earl Perry announced that the Rex, Baton Rouge, La., has ceased operation and that the building is being taken over by commercial interests. . . . The Midway Drive-In, Opelousas, La., resumed operation following hurricane repairs. It was the second of 16 damaged ozoners to reopen, following Joy's Twin, Alexandria, La. . . . Vivian Lutz Marlborough, sales correspondent, Motion Picture Advertising Service, died last month. She was a charter WOMPI member.

## Columbia Branch Manager In New Orleans Dies

**NEW ORLEANS—Houston Duvall, 58, Columbia branch manager, died last fortnight following a heart attack at his home. He had suffered from heart disease for several years.**

**Duvall awakened his family to say that he was suffering an attack. An ambulance was called, but he died enroute to Baptist Hospital. He was a native of Poplarville, Miss. He became branch manager for Columbia here in 1927, a post he held until his death.**

**Immediate survivors include his widow, the former Helen Clinton; a son, Frank; a daughter, Mrs. Suzanne Davidson; his mother, Mrs. James DuMont Duvall; and two sisters and three brothers. Interment was in McPelier Cemetery, Pascagoula, Miss.**

## Gulf States Allied Sets Meeting Agenda

NEW ORLEANS—The 10th annual convention of Allied Theatre Owners of the Gulf States, to be held in the Edgewater Gulf Hotel, Edgewater Park, Miss., Aug. 30-31, will commence with a cocktail party on the evening of Aug. 30. The following day will include a luncheon meeting, beginning at noon, and closing with a cocktail party and dinner dance, it was announced last fortnight.

It was stated that Allied had booked rooms in the Edgewater Hotel in such a way that those attending the convention can remain over the Labor Day weekend, for which an all-day deep sea fishing trip has been arranged. A golf tournament also will be arranged, it was said, if a sufficient number of participants register.

Reservations are being handled through the Allied office here at 219 South Liberty Street.

## NEW YORK

"Sixty Years Of French Film" continued at the Museum of Modern Art. . . . 20th-Fox's "Bernardine" practically blanketed the town last week with its simultaneous playing in 82 neighborhood spots. . . . There's a new sign over the candy counter at the Avenue U, Brooklyn: "Live longer. Reach for a sweet, instead of a smoke. Effective Aug. 1, sale of all cigarets shall be discontinued." The theatre's owner-manager, Albert L. Greene, said, "I guess you could call it a one-man crusade. I stopped smoking, got my help to stop." Mrs. John Fitzgerald, wife of the head of United Artists' tabulating department, gave birth to a boy, Scott Gerard . . . .

## PHILADELPHIA

Paramount's "The Ten Commandments" was doing above average business in its special engagements at nine theatres in the area. . . . Theatre decorator Dave Brodsky was proud that his son, Mel, was selected as an entrant in the Olympics being held in Israel. . . . Condolences were extended to Norman Lewis on the death of his sister, Mrs. Morris Handle. . . . In Lancaster, Pa., the King and "The Ten Commandments" made the front page of the New Era when a local osteopath used an automobile and a station wagon to break a line of patrons waiting on his property to buy tickets to the theatre. . . . Benny Blumberg, Blumberg Brothers, was recuperating at home after a minor operation at Einstein Medical Center, Southern Division. . . . Benny Harris, American Film, continued to mend following a recent heart attack. . . . Lawrence Katz, 60, eastern area IATSE representative, died. . . . The Carman closed again.

## Phila. Chairmen Line Up Hospital Drive Support

**PHILADELPHIA—The 100 per cent participation of area exhibitors in the Will Rogers Memorial Hospital drive is being sought by exhibitor chairman Ted Schlanger, zone head, Stanley Warner Theatres, and distributor chairman Ed Heiber, branch manager, Universal-International.**

**Exhibitors were urged to hold audience collections, run the Deborah Kerr trailer, and get enrollments in what was formerly known as the "Christmas Salute," both activities now having been joined into one campaign to be conducted during the week of Aug. 7-14.**

**Film salesmen are dropping off the Will Rogers Kits at each theatre.**

## PITTSBURGH

Cliff Brown, veteran McKean County, Pa., exhibitor, has purchased the Family Drive-In from W. E. Anderson, Mt. Jewett. Brown operates the Temple, Kane, Pa. and the Roulette Drive-In, Roulette, Pa. . . . Paul Reith, booker, Paramount, former RKO office manager and booker, resigned the Paramount post. . . . Theatre closings include Roxy, Martinsburg, Pa.; Grant, Millvale, Pa.; Palace, Conneautville, Pa.; Park, Pittsburgh; Crescent, Mahoningtown, Pa.; and the Gem, Derry, Pa. . . . Bedford Theatres, headed by Dan Weinberg, purchased the Mount View Drive-In from Sebert Hull. Immediately after taking over, an improvement program was started. Renamed the Buena Vista, the situation is being managed by Jack McKee. . . . Earl Gordon, SW Squirrel Hill, resigned; Larry Knee, SW Plaza, has taken his place, with Carl Dzolba, Etna manager, being Knee's successor at the Plaza. . . . The new Bel-Aire Drive-In on Route 30 was designed and equipped by Gordon Gibson, Atlas Theatre Supply Company.

## PORTLAND

Floyd Maxwell, former theatre executive, was named managing director, 1959 Oregon Centennial Exposition and International Trade Fair. . . . Lindsley Parsons, Allied Artists producer, was planning to lens "Jack Slade in Montana" at Bend, Ore., where the Kirk Douglas "Indian Fighter" was filmed several seasons ago. . . . Bob McNary, Oregon Journal entertainment advertising chief, was convalescing in Providence Hospital from an appendectomy and complications. . . . Columbia's Sam Siegel was in on behalf of "Jeanne Eagels."

## Carman Pulled "Slavery" Voluntarily, Says Distrib

**PHILADELPHIA — Distributor Jack Weiss last fortnight clarified the report that the local Carman had been raided by police to halt the showing of his exploitation film, "White Slavery," recently.**

**According to Weiss, the picture was "voluntarily withdrawn by the management of the theatre to avoid any controversy which was imminent with the local police district regarding the exhibition of any show for adult patronage. The theatre was merely warned and there never was a raid."**

More than 3000 Harry Belafonte fans jammed the Paramount for the "Evening with Belafonte" show in the Paramount, brought here by Zollie Volchok and Jack Engerman. Frank Breall was the local sponsor. . . . Willard Coglan, Warners, in town working on "Prince and the Showgirl.". . . Chairmen for the combined TOA-Film Salesmen golf tournament and film festival were announced. Al Forman is general chairman, assisted by Mark MacDougald, Tom Walsh, Dick Colbert, Archie Holt, Jack Partin, Herb Cass, Dale Wilkins, and Jack Matlack. The session gets underway Aug. 20 with a luncheon in the Benson Hotel, followed by trade showings for exhibitors and salesmen. The golf tournament will be held at Tualatin Golf Club, followed by a dinner, dance, and awarding of prizes. All proceeds are earmarked for the Will Rogers Memorial Hospital.

## ST. LOUIS

The Autoscope Drive-In, La Center, Ky., was slated to have its belated grand opening last week. The owner, Clark Smith, had planned to open the situation last year, but construction was delayed. Andy Dietz, Cooperative Theatres, will buy and book. . . . The Lincoln, Jonesboro, Ill., was to reopen under new management. . . . Jerry Lewis was in to make four personal appearances in the Fox on behalf of Paramount's "The Delicate Delinquent." . . . Warners midwestern sales

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# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

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**Address all correspondence to— The A-MAN Corner**

**Motion Picture Exhibitor**
**246 North Clarion St., Phila. 7, Pa.**

## Zoning Commission Rules Against Drive-In

WILMINGTON, DEL.—Following a hearing, the New Castle County Zoning Commission recommended that the Levy Court deny A. M. Ellis Theatres Company's petition for rezoning 13 acres along Naaman's Road near the Baltimore and Ohio Railroad so that it can build a drive-in costing between $350,000 and $400,000. The petition will be heard on Aug. 1 at 2:30 p.m. by the Levy Court, which has the final word.

Policy of the Levy Court is to adopt the Zoning Commission's recommendations, unless compelling reasons are shown to reverse them. "In view of the general character of this neighborhood and the trend to residential development," the Zoning Commission said, "rezoning to C-2 (roadside business) is not warranted at this time." The zoning is now R-2 (agricultural and general purpose).

Site of the proposed drive-in between Chester and Wilmington is in Delaware, south of the Pennsylvania line. At the June 26 hearing, a number of residents of the area protested the proposal, contending that the nearest commercial area was a mile away.

manager Ralph Iannuzzi was in to confer with branch manager Lester Bona. . . .Bill Collins, owner, Skyview Drive-In and the Collins, DeSoto, Mo., has given his buying and booking to Andy Dietz, Cooperative Theatres. . . . Herb Washburn, National Screen branch manager, was in New York for a sales meeting. . . . Universal salesman Hugh Nesbitt was hospitalized.

## SAN ANTONIO

Larry Nolen has been named manager, South Loop 13 Drive-In, operated by Statewide Drive-In Theatres, Inc. . . . James Stewart opened a whirlwind Texas tour in the Majestic here in conjunction with the opening of "Night Passage." . . . Handy Andy, local supermarkets, are giving free theatre passes with the purchase of $10 or more. . . .

## Seidelman Heads BV Branch In Pittsburgh

PITTSBURGH — Larry Seidelman has been appointed Pittsburgh branch manager for Buena Vista, it was announced recently by Leo F. Samuels, BV general sales manager. The Pittsburgh branch is under the supervision of eastern division manager, Jim O'Gara.

Prior to joining Buena Vista, Seidelman was branch manager for Republic in Omaha and Pittsburgh. He has also been associated with the sales department of Universal.

W. A. Struss has purchased the Ono Drive-In, Columbus, Tex., from Lester Miller. He has changed the name to the Ranch Drive-In. Bill Jones, manager, new Lone Star Drive-In, Victoria, Tex., announced that a small grocery and a costume jewelry counter have been added to the concessions building. Tommy Davis is the new concession manager there.

PAT BOONE
AMERICA'S NEW BOY FRIEND
BERNARDINE

**This attention-attracting 24 foot high cut-out of Pat Boone, 20th-Fox's "Bernardine," Goldman, Philadelphia, is the biggest display of its nature ever turned out by the local Triangle Studios.**

## SEATTLE

Northweast Releasing promoted the recent tour of Harry Belafonte through cities of the area. . . . The annual Variety Club golf tournament was to be held last week at the Rainier Golf and Country Club, followed by a dinner dance. . . . The renovation of the Variety Club quarters in the Rendezvous was nearing completion. . . . Northwest Releasing states that Ford shorts will be available in the near future, not only on a free basis but also with compensation. . . . Walter Lange, Paramount eastern Washington salesman, was in to confer with branch manager Henry Haustein. . . . Earl Wisner, Jr., manager, Lewis and Clark, has been acting as Sterling circuit city manager at The Dalles, Ore. Assistant manager Ib Johnson took over the Lewis and Clark, assisted by Marshall Woodbridge, Colonial. . . . Cinerama's "Seven Wonders of the World" was set to open Aug. 21 in the Paramount. . . . Mrs. Frank Drew, widow of the late 20th-Fox branch manager, died in Los Angeles.

Elof Gotelander, operator of a circuit of theaters in Sweden, spoke at a luncheon meeting of the Theatre Owners of Washington, Northern Idaho and Alaska in the New Washington Hotel. The luncheon honored Mayor Gordon Clinton and John L. O'Brien, Speaker of the State House of Representatives. . . . N. H. Klaus is the new owner of the Sedro Wooley, Sedro Wooley, having purchased it from Mrs. Emma Ridgeway.

JUNE ALLYSON
ROSSANO BRAZZI
Interlude

**Rossano Brazzi, star, U-I's "Interlude," was a recent visitor to the Philadelphia U-I exchange, where he is seen with, left to right, George Beatty, William Goldman Theatres, Wesley Watson, booker and buyer for Whelan-Lewis Circuit; exhibitor Jack Greenberg; David Milgram, president, Milgram Booking Service; Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR; and, seated, Ed Heiber, U-I branch manager.**

**SECTION TWO • VOL. 58, No. 14**
**JULY 31, 1957**

This yellow paper Check-Up is published every second week, alternating with the pink paper Reviews of all features and short subjects, as a special section of MOTION PICTURE EXHIBITOR. Every issue of the Check-Up serves as a complete reference index to all feature motion pictures and short subjects reviewed during the past year, plus the features from all sources that are known to be nearing completion. Combined, the yellow and pink sections represent a unique informative service to theatremen, specially created and carefully maintained by the editors of—

MOTION PICTURE EXHIBITOR
246-48 N. Clarion St., Philadelphia 7, Pa.

# MOTION PICTURE
# EXHIBITOR
## SERVISECTION

***THE CHECK-UP of all features and short subjects reviewed during the preceding 12-month period***

## Allied Artists

**ATTACK OF THE CRAB MONSTERS** (5703)—MD—Richard Garland, Pamela Duncan—For the lower half—64m.—4-17-57—4313.

**BLONDE SINNER** (5635)—D—Diana Dors, Michael Craig—For the lower half—72m.—2-6-57—4285—(B).

**CALLING HOMICIDE** (5624)—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—9-19-56—4225.

**CANYON RIVER** (5620)—W—George Montgomery, Marcia Henderson—Okay western—80m.—11-14-56—4249—DC—CS.

**CHAIN OF EVIDENCE** (5701)—MD—Bill Elliott, James Lydon, Claudia Barrett—For the dualiers—64m.—2-20-57—4289.

**CRUEL TOWER, THE** (5691)—MD—John Ericson, Mari Blanchard, Charles McGraw—Okay thriller for lower half—80m.—1-9-57—4273—(B).

**DESTINATION 60,000** (5715)—D—Preston Foster, Pat Conway, Jeff Donnell—For the lower half—65m.—4349.

**DINO** (5721)—D—Sal Mineo, Brian Keith, Susan Kohner—Interesting yarn an juvenile delinquency—96m.—4349.

**DRAGOON WELLS MASSACRE** (5709)—W—Barry Sullivan, Dennis O'Keeke, Mona Freeman—Good, large scale western—88m.—6-12-57—4337—DC—CS.

**FIGHTING TROUBLE** (5623)—C—Huntz Hall, Stanley Clements, Adele Jergens—Lower half filler—60m.—12-26-56—4265—(B).

**FOOTSTEPS IN THE NIGHT** (5708)—MD—Bill Elliott, Dan Haggerty, Eleanor Tanin—Okay lower half entry—62m.—4-3-57—4305.

**FRIENDLY PERSUSION** (5657)—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—10-3-56—4229—DC—CS.

**HIGH TERRACE** (5630)—MD—Dale Robertson, Lois Maxwell, Derek Bond—For the lower half—70m.—2-20-57—4289—English.

**HOLD BACK THE NIGHT** (5621)—MD—John Payne, Mona Freeman, Chuck Connors—Better than average programmer—80m.—9-5-56—4213.

**HOLD THAT HYPNOTIST** (5706)—C—Huntz Hall, Stanley Clements, Jane Nigh—Average Bowery Boys series entry—61m.—3-20-57—4301.

**HOT SHOTS** (5632)—C—Huntz Hall, Stanley Clements, Joi Lansing—Series average—61m.—2-20-57—4289.

**LAST OF THE BADMEN** (5705)—W—George Montgomery, Keith Larsen, Meg Randall—Good, suspenseful western—80m.—3-6-57—4297—DC—CS.

**LET'S BE HAPPY** (5707)—MU—Tony Martin, Vera Ellen, Robert Flemyng—Light and entertaining—93m.—6-12-57—4337—TC—CS—English.

**LOVE IN THE AFTERNOON** (5719)—C—Gary Cooper, Audrey Hepburn, Maurice Chevalier—Highly entertaining comedy should have wide appeal—125m.—6-12-57—4337—(B).

**NAKED HILLS, THE** (5605)—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—10-3-56—4229—PatheColor.

**NOT OF THIS EARTH** (5704)—MD—Paul Birch, Beverly Garland, Morgan Jones—Fair horror meller—67m.—4-17-57—4313.

**OKLAHOMAN, THE** (5712)—W—Joel McCrea, Barbara Hale, Gloria Talbott—Good western—80m.—6-26-57—4341—DC—CS.

**ROSE BOWL STORY, THE**—C—Marshall Thompson, Vera Miles, James Dobson—Reissue has angles—75m.—12-12-56—4261—Color—RE.

**SCREAMING EAGLES** (5610)—MD—Tom Tryon, Jan Merlin—Well-made war meller—81m.—9-5-56—4213.

**STRANGE INTRUDER** (5619)—MD—Edmund Purdom, Ida Lupino, Ann Harding—Good adult postwar meller—82m.—11-28-56—4257.

**SUDDEN DANGER** (5540)—MD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—1-11-57—4085.

**THUNDERSTORM** (5604)—D—Linda Christian, Carlos Thompson, Charles Korvin—Heavy love drama for lower half—81m.—9-5-56—4213—(B)—(Made In Spain).

**YAQUI DRUMS** (5625)—W—Rod Cameron, Mary Castle, J. Carrol Naish—Fair lower half western—71m.—9-19-56—4225.

**YOUNG GUNS, THE** (5623)—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—11-14-56—4249—(B).

### TO BE REVIEWED

**AQUA DIVE GIRL** (5718)—Mara Corday, Pat Conway.
**BADGE OF MARSHAL BRENNAN** (5713)—Jim Davis, Arleen Whelan.
**CALYPSO JOE**—Herb Jeffries, Angie Dickinson—(B).
**CYCLOPS**—James Craig, Tom Drake, Lon Chaney, Gloria Talbott.
**DAUGHTER OF DR. JEKYLL** (5710)—John Agar, Gloria Talbott—(B).
**DEATH IN SMALL DOSES**—Peter Graves, Maia Powers, Merry Anders.
**DISEMBODIED, THE** (5720)—Paul Burke, Allison Hayes—(B).
**FEVER TREE, THE**—John Cassavetes, Raymond Burr, Sara Shane.
**HOT ROD RUMBLE** (5717)—Leigh Snowden, Richard Hartunian, Brett Halsey.
**HUNCHBACK OF PARIS** (5725)—Gina Lollobrigida, Anthony Quinn—France—CS.
**LOOKING FOR DANGER**—Bowery Boys.
**MAN FROM MONTEREY**—Sterling Hayden, Pamela Duncan, Ted DeCorsia.
**NEW DAY AT SUNDOWN**—George Montgomery, Susan Cummings—Color—CS.
**PERSUADER, THE** (5714)—William Talman, Kristine Miller, James Craig.
**PORTLAND EXPOSE**—Edward Binns, Virginia Gregg.
**RIFLE, THE**—Joel McCrea, Virginia Mayo—Color—CS.
**SPOOK CHASERS** (5716)—Bowery Boys.
**STORM OUT OF THE WEST** (5702)—Dale Robertson, Brian Keith, Rossana Rory.

## American International

**DRAGSTRIP GIRL**—MD—Fay Spain, Steve Terrell—Programmer with teen-age appeal—70m.—6-26-57—4341.

**FLESH AND THE SPUR**—W—John Agar, Touch Connors, Marla English—Average western—80m.—3-6-57—4297—PatheColor.

**GIRLS IN PRISON**—MD—Richard Denning, Joan Taylor—For the lower half—87m.—8-8-56—4201—(B).

**GUNSLINGER**—W—John Ireland, Beverly Garland, Allison Hayes—Fair western—83m.—8-8-56—4201—PatheColor—(B).

**HOT-ROD GIRL**—MD—Lori Nelson, John Smith, Chuck Connors—Programmer has exploitation angles for some spats—75m.—8-8-56—4201.

**IT CONQUERED THE WORLD**—MD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—10-31-56—4245.

**NAKED PARADISE**—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supporting feature—71m.—2-20-57—4289—Color.

**ROCK ALL NIGHT**—MUMD—Dick Miller, Abby Dalton—Lawer half filler—63m.—6-26-57—4341.

**RUNAWAY DAUGHTERS**—D—Marla English, John Litel, Anna Sten—For the lower half—88m.—11-14-56—4249—(B).

**SHAKE, RATTLE AND ROCK**—MU—Fats Domino, Lisa Gaye, Touch Connors—Exploitable programmer—77m.—11-14-56—4249.

**SHE CREATURE, THE**—MD—Chester Morris, Marla English, Tom Conway—Lawer half filler—77m.—10-31-56—4245.

**UNDEAD, THE**—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly Involved horror entry—71½m.—4-3-57—4305.

**VOODOO WOMAN**—MD—Marla English, Tom Conway, Touch Connors—Inferior lower half entry—75m.—4-3-57—4305.

### TO BE REVIEWED

**AMAZING COLOSSAL MAN, THE**—Glenn Langan, William Hudson.
**CAT GIRL, THE**—Lynn Tracey, Barbara Shelley, Robert Ayres.
**I WAS A TEENAGE WEREWOLF**—Michael London, Yvonne Lime, Tony Marshall.
**INVASION OF THE SAUCER MEN**—Steve Terrell, Gloria Castillo.
**UNDERWATER GIRL**—Mara Corday, Pat Conway.

## Associated

**FRONTIER GAMBLER**—W—John Bromfield, Coleen Gray, Kent Taylor—Fair lower half filler—70m.—9-5-56—4214.

**MAN BEAST**—MD—Rock Madison, Virginia Maynor, Tom Maruzzi—For the lower half—62m.—2-20-57—4290.

**NAKED GUN**—W—Willard Parker, Mara Corday, Barton MacLane—Lower half western—69m.—4-3-57—4305.

**THREE OUTLAWS, THE**—W—Neville Brand, Alan Hale, Bruce Bennett—Fair western for filler—74m.—8-22-56—4205—SS.

## Astor

**MEN OF SHERWOOD FOREST**—MD—Don Taylor, Reginald Beckwith, Eileen Moore—Programmer has kiddie appeal—77m.—9-5-56—4214—EC—English.

## Buena Vista

**BAMBI**—CAR—Reissue is topflight disney—71m.—7-24-57—4357—TC—RE.

**CINDERELLA**—CAR—Reissue is topnotch Disney—74m.—1-9-57—4273—TC—RE.

**IF ALL THE GUYS IN THE WORLD . . .**—D—Andre Valmy, Jean Gaven, Marc Casset—Exciting Import—95m.—5-1-57—4317—French—Titles.

## KEY

Letters in parenthesis ( ) Indicate Catholic Legion of Decency ratings where the picture is classified either objectionable in part for all (B) or condemned (C). Films without such a rating are either unobjectionable or unclassified by the Legion.

Number in parenthesis ( ) following titles indicates production release number. Following running time is date and page of review.

Abbreviations following release number indicate type of picture:

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
NOV—Novelty
TRAV—Travelogue
W—Western

Other abbeviations Indicate projection and color processes:

CS—CinemaScope
DC—DeLuxe Color
EC—Eastman Color
MC—MetroColor
NA—Naturama
RS—Regalscope
SS—SuperScope
TC—Technicolor
TE—Technirama
TR—Trucolor
VV—VistaVision
WC—WarnerColor

All reissues, both features and shorts, are indicated by RE.

**JOHNNY TREMAIN**—MD—Hal Stalmaster, Luana Patten, Jeff York—Family entry has colorful Revolutionary War background—80m.—5-15-57—4325—TC.

**SECRETS OF LIFE**—DOC—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—10-31-56—4241—TC—Part CS.

**WESTWARD HO, THE WAGONS**—W—Fess Parker, Kathleen Crowley, Jeff York—Attractive western, especially for younger set—90m.—12-26-56—4265—TC—CS.

**YANG KWEI FEI**—D—Japanese cast—For the art spots—92m.—10-31-56—4241—EC—Japanese—Titles.

### TO BE REVIEWED

**LIGHT IN THE FOREST, THE**—Fess Parker, James MacArthur, Carol Lynley—TC—(Disney).

**MISSOURI TRAVELER**—Brandon DeWilde—TC—(Whitney).

**OLD YELLER**—Fess Parker, Jeff York, Dorothy McGuire—TC.

**SLEEPING BEAUTY**—Walt Disney—TC—TE.

## Columbia

**ABANDON SHIP** (139)—D—Tyrone Power, Mai Zetterling, Lloyd Nolan—Highly interesting drama—100m.—4-3-57—4306—English.

**BEYOND MOMBASA** (142)—D—Cornel Wilde, Donna Reed—Satisfactory programmer—90m.—5-29-57—4333—TC.

**BURGLAR, THE** (143)—MD—Dan Duryea, Jayne Mansfield, Martha Vickers—Mansfield name will help over-involved program meller—90m.—5-1-57—4317—(B).

**CALYPSO HEAT WAVE** (147)—MU—Johnny Desmond, Merry Anders, Meg Myles—Plenty of appeal for youthful Calypso-maniacs—86m.—6-12-57—4337.

**CHA-CHA-CHA BOOM** (114)—MU—Perez Prado and Orchestra, Mary Kaye Trio—Pleasant programmer—72m.—10-3-56—4229—(B).

**DON'T KNOCK THE ROCK** (125)—MU—Bill Haley and Comets, Alan Dale, Patricio Hardy—For the rock 'n' roll addicts or as filler for the lower half—80m.—12-26-56—4265.

**FIRE DOWN BELOW** (201)—D—Rita Hayworth, Robert Mitchum—Colorful, slightly off-beat drama benefits from top name values—116m.—5-29-57—4333—TC—CS—(B).

**FULL OF LIFE** (130)—C—Judy Holliday, Richard Conte, Salvadore Baccaloni—Highly enjoyable entertainment—91m.—12-26-56—4265.

**GAMMA PEOPLE, THE** (111)—MD—Paul Douglas, Eva Bartok, Leslie Phillips—Mild import for lower half—79m.—9-19-56—4225—English.

**GARMENT JUNGLE** (144)—MD—Lee J. Cobb, Gia Scala—Tough pro-union story is hard hitting melodrama; but will need push—88m.—5-1-57—4317.

**GIANT CLAW, THE** (146)—MD—Jeff Morrow, Mara Corday—Lower half filler—76m.—6-26-57—4341.

**GUNS FOR FORT PETTICOAT, THE** (131)—W—Audie Murphy, Kathryn Grant, Hope Emerson—Good action programmer—82m.—3-20-57—4301—TC.

**HE LAUGHED LAST** (105)—C—Frankie Laine, Lucy Marlow, Anthony Dexter—Okay programmer—77m.—10-3-56—4230—TC—(B).

**HEART OF SHOW BUSINESS, THE** (0199)—DOC—Produced and directed by Ralph Staub—Excellent story of Variety Clubs International—40m.—5-29-57—4333—TC.

**HELLCATS OF THE NAVY** (141)—D—Ronald Reagan, Nancy Davis, Arthur Franz—Okay programmer of submarine warfare—82m.—5-1-57—4317.

**JEANNE EAGELS**—204—D—Kim Novak, Jeff Chandler, Agnes Moorehead—Highly interesting, well-made biographical drama—109m.—7-24-57—4357—(B).

**LAST MAN TO HANG, THE** (117)—D—Tom Conway, Elizabeth Sellars, Freda Jackson—For the lower half—75m.—11-14-56—4250—English.

**MAGNIFICENT SEVEN, THE**—MD—Japanese cast—Very good entry for art and specialty spots—158m.—1-23-57—4277—Japanese—Titles—(B).

**MAN WHO TURNED TO STONE, THE** (134)—MD—Victor Jory, Ann Doran, Charlotte Austin—Average horror entry for the duallers—71m.—2-20-57—4290—(B).

**MIAMI EXPOSE** (106)—MD—Lee J. Cobb, Patricia Medina, Edward Arnold—Average crime meller for the duallers—73m.—9-5-56—4197.

**NIGHTFALL** (127)—MD—Aldo Ray, Brian Keith, Anne Bancroft—Suspenseful meller should be welcome addition to the program—78m.—12-12-56—4261.

**NIGHT THE WORLD EXPLODED, THE** (145)—MD—Kathryn Grant, William Leslie—Science fiction meller for the duallers—64m.—6-26-57—4341.

**ODONGO** (109)—MD—Rhonda Fleming, MacDonald Carey, Juma—Pleasing programmer—85m.—10-3-56—4230—TC—CS.

**PAPA, MAMA, THE MAID, AND I**—C—Robert Lamoureaux, Gaby Morlay—One of the better French farces for the art houses—94m.—10-31-56—French—Titles and Narration.

**PHANTOM STAGECOACH, THE** (137)—W—William Bishop, Kathleen Crowley, Richard Webb—Mediocre western for the duallers—69m.—4-13-57—4306.

**PORT AFRIQUE** (113)—MD—Pier Angeli, Phil Carey, Dennis Price—Locale helps program meller—92m.—9-19-56—4224—TC—English.

**REPRISAL** (115)—MD—Guy Madison, Felicia Farr, Kathryn Grant—Interesting western meller—74m.—10-3-56—4230—TC.

**RIDE THE HIGH IRON** (128)—D—Don Taylor, Sally Forrest, Raymond Burr—Lower half entry—74m.—12-12-56—4261.

**ROGUES OF SHERWOOD FOREST** (1072)—D—John Derek, Diana Lynn, George Macready—Reissue is okay adventure programmer—80m.—10-31-56—4241—RE.

**RUMBLE ON THE DOCKS** (124)—D—James Darren, Laurie Carroll—Average meller of 'teen-age violence will appeal most to 'teen-age audiences—82m.—2-20-57—4290—(B).

**SEVENTH CAVALRY, THE** (121)—MD—Randolph Scott, Barbara Hale, Jay C. Flippin—Okay outdoor meller—75m.—10-31-56—4241—TC.

**SHADOW ON THE WINDOW, THE** (133)—MD—Phil Carey, Betty Garrett, John Barrymore, Jr.—Okay programmer—73m.—3-6-57—4297.

**SIERRA STRANGER** (140)—W—Howard Duff, Gloria McGhee, Dick Foran—Mediocre western—74m.—5-15-57—4325.

**SILENT WORLD, THE** (122)—DOC—High rating, underwater documentary—86m.—10-3-56—4230—TC—French—English Narration.

**SOLID GOLD CADILLAC, THE** (112)—C—Judy Holliday, Paul Douglas, Fred Clark—High rating comedy—99m.—9-5-56—4205.

**SPIN A DARK WEB** (107)—MD—Faith Domerque, Lee Patterson, Rona Anderson—Lower half filler—76m.—10-3-56—4230—(B)—English.

**STORM CENTER** (108)—D—Bette Davis, Brian Keith, Kim Hunter—Thought-provoking drama will fare best in metropolitan and special situations—85m.—9-5-56—4197.

**STRANGE ONE, THE** (138)—D—Ben Gazzara, Pat Hingle, Mark Richman—Filmization of play and novel is off-beat and interesting—97m.—4-3-57—4206—(B).

**SUICIDE MISSION** (123)—DOC—Leif Larsen—Lower half entry—70m.—11-14-56—4250—Filmed in Norway and Shetland Islands.

**TALL T, THE** (136)—W—Randolph Scott, Maureen O'Sullivan, Richard Boone—Good Scott entry should please western and action fans—78m.—4-3-57—4306—TC.

**TEN TALL MEN** (119)—MD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Reissue is good adventure yarn—97m.—10-31-56—4242—TC—RE.

**TOWN ON TRIAL** (207)—MD—John Mills, Barbara Bates, Charles Coburn—For lower half—95m.—4349—English.

**TORERO!**—DOC—Luis Procuna—Okay bullfight picture—75m .— 4349 — Mexican — English narration.

**20 MILLION MILES TO EARTH** (202)—MD—William Hopper, Joan Taylor—Mediocre science fiction feature for the duallers—82m.—6-12-57—4337.

**27TH DAY, THE** (203)—MD—Gene Barry, Valerie French—Good science fiction programmer—75m.—5-29-57—4333.

**UTAH BLAINE** (129)—W—Rory Calhoun, Susan Cummings, Angela Stevens—Average western fare for the duallers—75m.—1-23-57—4277.

**WHITE SQUAW, THE** (116)—W—David Brian, May Wynn, William Bishop—For the lower half—75m.—10-31-56—4242.

**WICKED AS THEY COME** (132)—MD—Arlene Dahl, Phil Carey, Herbert Marshall—Fair meller for the program—94m.—1-9-57—4273—(B)—English.

**YOU CAN'T RUN AWAY FROM IT** (118)—C—June Allyson, Jack Lemmon, Charles Bickford—Highly amusing comedy—95m.—10-17-56—4237—TC—CS—(B).

**YOUNG DON'T CRY, THE**—205—D—Sal Mineo, James Whitmore, J. Carrol Naish—Mineo should draw teenagers—89m.—7-24-27—4357.

**ZARAK** (126)—MD—Victor Mature, Michael Wilding, Anita Ekberg—Colorful action packed adventure should have wide appeal—99m.—12-26-56—4266—TC—CS—(B).

**ZOMBIES OF MORA TAU** (135)—MD—Grega Palmer, Allison Hayes, Autumn Russell—Mild horror entry for the duallers—70m.—3-6-57—4297—(B).

### TO BE REVIEWED

**ADMIRABLE CRICHTON, THE**—Kenneth More, Diane Cilento—English.

**BITTER VICTORY**—Richard Burton, Kurd Jurgens—CS.

**BRIDGE ON THE RIVER KWAI, THE**—William Holden, Alec Guinness—TC—CS.

**BROTHERS RICO, THE**—Richard Conte, Dianne Foster, James Darren.

**COWBOY**—Glenn Ford, Jack Lemmon, Anna Kashfi—Color.

**DECISION AT SUNDOWN**—Randolph Scott, Valerie French—TC.

**DOMINO KID**—Rory Calhoun, Kristine Miller.

**ESCAPE FROM SAN QUENTIN**—Johnny Desmond, Merry Anders, Peggy Maley.

**FRIDAY THE 13TH**—Betsy Palmer, Valerie French, Keenan Wynn.

**GOLDEN VIRGIN, THE**—Joan Crawford, Rosanno Brazzi—English.

**HARD MAN, THE**—Guy Madison, Valerie French.

**HIGH FLIGHT**—Ray Milland, Sean Kelley, Anthony Newley—TC—CS—English.

**HOW TO MURDER A RICH UNCLE**—Nigel Patrick, Charles Coburn, Wendy Hiller—English.

**LONG HAUL, THE**—Victor Mature, Diana Dors—English.

**NIGHT OF THE DEMON**—Dana Andrews, Peggy Cummins—English.

**NO TIME TO BE YOUNG**—Robert Vaughn, Dorothy Green—(B).

**OPERATION MAD BALL**—Jack Lemmon, Kathryn Grant, Mickey Rooney.

**PAL JOEY**—Rita Hayworth, Frank Sinatra, Kim Novak—TC—CS.

**PICKUP ALLEY**—Victor Mature, Anita Ekberg, Trevor Howard—CS.

**SHE PLAYED WITH FIRE**—Jack Hawkins, Arlene Dahl, Dennis Price—English.

**THIS BITTER EARTH**—Silvano Mangano, Richard Conte, Anthony Perkins—TE.

**TRIAL OF CAPTAIN BARRETT, THE**—Edmond O'Brien, Mona Freeman.

**3:10 TO YUMA**—Glenn Ford, Van Heflin, Leora Dana.

## Continental

**LOVE LOTTERY, THE**—C—David Niven, Peggy Cummins, Anne Vernon—Lightweight English farce—89m.—2-20-57—4293—TC—English.

**SECRETS OF THE REEF**—DOC—Photographed, directed and edited by Lloyd Ritter, Robert Young and Murray Lerner—Intriguing entry of life under water—72m.—10-31-56—4245—EC.

**SHIP THAT DIED OF SHAME, THE**—D—Richard Attenborough, George Baker, Virginia McKenna—Interesting entry—91m.—9-5-56—4220—English.

**SNOW WAS BLACK, THE**—D—Daniel Gelin, Marie Mansart, Valentina Tessier—Well-made off-beat entry for art spots—105m.—11-28-56—French—Titles—(C).

## DCA

(Distributors Corporation Of America)

**BABY AND THE BATTLESHIP, THE**—C—John Mills, Richard Attenborough, Martyn Garrett—Fairly amusing British farce—96m.—4-3-57—4306—EC—English.

**BATTLE HELL**—MD—Richard Todd, William Hartnell, Akim Tamiroff—Excellent recreation of British naval exploit—110m.—5-15-57—4325—English.

**BERMUDA AFFAIR**—D—Kim Hunter, Gary Merrill, Ron Randell—Program material—88m.—6-26-57—4342—English.

**COLDITZ STORY, THE**—MD—John Mills, Eric Portman, Frederick Valk—Interesting English prisoners of war story—97m.—5-1-57—4318—English.

**GOLD OF NAPLES**—COMP—Toto, Sophia Loren, Vittorio DeSica, Silvano Mangano—Entertaining import for art sports—107m.—3-20-57—4301—(B)—Italian—Titles.

**GREEN MAN, THE**—C—Alastair Sim, George Cole, Jill Adams—Fair screwball comedy—80m.—6-26-57—4342—English.

**HALF HUMAN**—MD—John Carradine—Horror entry for exploitation program—70m.—5-29-57—4333—Japanese; English narration and dialogue.

**JOHN AND JULIE**—C—Colin Gibson, Lesley Dudley—Light weight but charming adventures of children off to see Coronation—82m.—6-26-57—4342—EC—English.

**MONSTER FROM GREEN HELL**—MD—Jim Davis, Barbara Turner—Horror item for lower half—71m.—5-29-57—4334.

**1,000 YEARS FROM NOW**—MD—Robert Clarke, Margaret Field—Reissue of "Captive Women" should be exploitable—65m.—4-3-57—4307.

**PRIVATE'S PROGRESS**—C—Richard Attenborough, Dennis Price—Highly amusing import—96m.—9-5-56—4214—English.

**ROCK, ROCK, ROCK**—MU—Tuesday Weld, Alan Freed, Frankie Lyman—Picture with the beat, okay dualler—83m.—12-26-56—4266.

**SCANDAL IN SORRENTO**—C—Vittorio De Sica, Sophia Loren—Cute entry from abroad—92m.—4350—TC—CS—Italian; dubbed in English—(B).

**WOMAN OF ROME**—D—Gina Lollobrigida, Daniel Gelin, Franco Fabrizi—For the art spots or sexploitation houses—93m.—1-23-57—4277—(C)—Italian—Dubbed in English.

### TO BE REVIEWED

**EVERY SECOND COUNTS**—Barbara Laage—(Subtitled).

**HELL IN KOREA**—Stanley Baker, George Baker—English.

**LOSER TAKES ALL**—Rosanno Brazzi, Glynis Johns—EC—CS—English—(B).

**MILLER'S BEAUTIFUL WIFE, THE**—Vittorio De Sica, Sophia Loren—TC—Titles.

**UNNATURAL**—Hildegarde Neff, Eric Von Stroheim.

**WIDOW, THE**—Patricia Roc, Akim Tamiroff—English.

## MGM

**BARRETTS OF WIMPOLE STREET, THE** (718)—MD—Jennifer Jones, John Gielgud, Bill Travers—Fine film version of classic—105m.—1-23-57—4277—MC—CS—English.

**BOOM TOWN** (704)—MD—Clark Gable, Spencer Tracy, Claudette Colbert—Reissue has the names and excitement—120m.—10-31-56—4242—RE.

**BOYS' TOWN** (716)—MD—Spencer Tracy, Mickey Rooney, Henry Hull—Reissue of topnotch family meller—96m.—1-23-57—4278—RE.

**BRIDE GOES WILD, THE** (732)—C—Van Johnson, June Allyson—Reissue of topnotch comedy—98m.—5-29-57—4334—RE.

**DECISION AGAINST TIME** (739)—D—Jack Hawkins, Elizabeth Sellars—Tense, well-made English drama—87m.—4350—English.

**DESIGNING WOMAN** (724)—C—Gregory Peck, Lauren Bacall, Dolores Gray—Impressive comedy has angles—117m.—3-20-57—4301—MC—CS—(B).

**EDGE OF THE CITY** (714)—D—John Cassavetes, Sidney Poitier, Kathleen Maguire—Off-beat drama has merit and many angles—85m.—1-9-57—4273.

**GASLIGHT** (725)—MD—Charles Boyer, Ingrid Bergman, Joseph Cotten—Names will make the difference in this reissue—113m.—4-3-57—4307—RE.

**GREAT AMERICAN PASTIME, THE** (710)—CD—Tom Ewell, Anne Francis, Ann Miller—Fairly amusing entry—89m.—11-28-56—4257.

**GREEN DOLPHIN STREET** (715)—D—Lana Turner, Van Heflin, Donna Reed—Reissue has names to help—141m.—1-23-57—4278—RE.

**GUN GLORY** (740)—W—Stewart Granger, Rhonda Fleming—Interesting western for the program—89m.—4350—MC—CS.

**HAPPY ROAD, THE**—C—Gene Kelly, Barbara Laage, Bobby Clark, Brigitte Fossey—Fine family fare—100m.—2-6-57—4285.

**HOT SUMMER NIGHT** (719)—MD—Leslie Nielsen, Colleen Miller, Edward Andrews—Interesting program entry—86m.—2-6-57—4285.

**HOUSE OF NUMBERS**—D—Jack Palance, Barbara Lang, Harold J. Stone—Good program material—92m.—4350—CS—(B).

**IRON PETTICOAT, THE** (712)—C—Bob Hope, Katharine Hepburn, Noelle Middleton—Fairly amusing Hope entry—87m.—1-9-57—4274—TC—VV—(B).

**JULIE** (709)—MD—Doris Day, Louis Jourdan, Barry Sullivan—Good, suspense-filled entry—97m.—10-17-56—4237.

**LITTLE HUT, THE** (730)—C—Ava Gardner, Stewart Granger, David Niven—Sophisticated comedy has cast draw—90m.—5-15-57—4326—EC.

**LIVING IDOL, THE** (736)—D—Steve Forrest, Lilliane Montevecchi, James Robertson Justice—Colorful drama has angles—101m.—5-15-57—4326—EC—CS.

**LIZZIE** (722)—D—Eleanor Parker, Richard Boone, Joan Blondell—Psychological entry of a girl and her problems proves interesting—81m.—3-6-57—4298—(B).

**LUST FOR LIFE** (701)—D—Kirk Douglas, Anthony Quinn, Pamela Brown—Well-made entry for art, specialty and some class spots—122m.—9-19-56—4226—MC—CS.

**MAN ON FIRE** (735)—D—Bing Crosby, Inger Stevens, Mary Fickett—High rating drama—95m.—6-12-57—4338—(B).

**MARIE ANTOINETTE** (708)—D—Norma Shearer, Tyrone Power, John Barrymore—Reissue should have value as museum piece—149m.—11-14-56—4250—RE.

**MUTINY ON THE BOUNTY** (711)—MD—Charles Laughton, Clark Gable, Franchot Tone—Reissue should do okay as museum piece—133m.—12-12-56—4261—RE.

**OPPOSITE SEX, THE** (705)—C—June Allyson, Joan Collins, Leslie Nielsen—Loaded with entertainment values—117m.—9-19-56—4226—MC—CS—(B).

**OUR VINES HAVE TENDER GRAPES** (733)—D—Edward G. Robinson—105m.—5-29-57—4334—RE.

**POSTMAN ALWAYS RINGS TWICE, THE** (726)—MD—Lana Turner, John Garfield, Cecil Kellaway—Names will send reissue into high grosses—113m—4-3-57—4307—RE.

**POWER AND THE PRIZE, THE** (703)—D—Robert Taylor, Elisabeth Mueller, Burl Ives—Interesting drama introduces new female star—98m.—9-19-56—4226—CS.

**SEVENTH SIN, THE** (731)—D—Eleanor Parker, Bill Travers, George Sanders—Romantic drama offers much for femmes—94m.—5-29-57—4334—CS.

**SILK STOCKINGS** (737)—MU—Fred Astaire, Cyd Charisse, Janis Paige—High rating musical comedy—117m.—5-29-57—4334—MC—CS—(B).

**SLANDER** (717)—D—Van Johnson, Ann Blyth, Steve Cochran—Topical drama has powerful indictment of scandal magazines—81m.—12-26-56—4266.

**SOMETHING OF VALUE** (738)—MD—Rock Hudson, Dana Wynter, Sidney Poitier—Highly interesting adventure tale of modern Africa and its peoples—113m.—5-1-57—4318.

**TALE OF TWO CITIES, A** (707)—D—Ronald Colman, Elizabeth Allan, Reginald Owen—Reissue should have value as museum piece—128m.—11-14-56—4250—RE.

**TARZAN AND THE LOST SAFARI** (728)—MD—Gordon Scott, Robert Beatty, Yolande Donlan—New Tarzan entry will please fans—80m.—4-3-57—4307—TC—English.

**TEA AND SYMPATHY** (702)—D—Deborah Kerr, John Kerr, Leif Erickson—High rating drama—122m.—10-3-56—4231—MC—CS—(B).

**TEAHOUSE OF THE AUGUST MOON, THE** (713)—C—Marlon Brando, Glenn Ford, Machiko Kye—Highly amusing entry—123m.—10-31-56—4242—MC—CS.

**TEN THOUSAND BEDROOMS** (723)—C—Dean Martin, Anna Maria Alberghetti, Eva Bartok—Amusing entry has angles—114m.—2-20-57—4290—MC—CS.

**THIS COULD BE THE NIGHT** (729)—C—Jean Simmons, Paul Douglas, Anthony Franciosa—Delightful entertainment—103m.—4-17-57—4313—CS—(B).

**TIP ON A DEAD JOCKEY**—738—MD—Robert Taylor, Dorothy Malone, Gia Scala—Interesting meller has good name values—109m.—7-24-57—4357—CS.

**VINTAGE, THE** (727)—D—Pier Angeli, Mel Ferrer, John Kerr—High rating drama features excellent performances—90m.—3-20-57—4302—MC—CS.

**WINGS OF EAGLES, THE** (720)—D—John Wayne, Dan Dailey, Maureen O'Hara—High rating entry of men and the U. S. Navy—110m.—2-6-57—4285—MC.

### TO BE REVIEWED

**ACTION OF THE TIGER**—Van Johnson, Martine Carol—EC—CS.

**BROTHERS KARAMAZOV, THE**—Yul Brynner, Maria Schell, Lee J. Cobb—MC.

**DON'T GO NEAR THE WATER**—Glenn Ford, Gia Scala, Anne Francis—MC—CS.

**HIRED GUN, THE**—Rory Calhoun, Anne Francis, Vince Edwards.

**I ACCUSE**—Jose Ferrer, Viveca Lindfors, Anton Walbrook—English.

**INVISIBUE BOY, THE**—Richard Eyer, Philip Abbott, Diane Brewster.

**JAILHOUSE ROCK**—Elvis Presley, Judy Tyler.

**LES GIRLS**—Gene Kelly, Mitzi Gaynor—Color—CS.

**MERRY ANDREW**—Danny Kaye, Pier Angeli—MC—CS.

**RAINTREE COUNTY**—Montgomery Clift, Elizabeth Taylor—Color—CS.

**SADDLE THE WIND**—Robert Taylor, John Cassavetes, Julie London.

**SEVEN HILLS OF ROME**—Mario Lanza, Marisa Allasio—Italian-made.

**UNTIL THEY SAIL**—Jean Simmons, Joan Fontaine, Paul Newman.

## Paramount

**BEAU JAMES** (5612)—D—Bob Hope, Vera Ellen, Paul Douglas, Alexis Smith—Latest Bob Hope entertains—105m.—6-12-57—4338—TC—VV—(B).

**BUSTER KEATON STORY, THE** (5609)—C—Donald O'Connor, Ann Blyth, Rhonda Fleming—Entertaining biographic film should have nostalgic appeal—91m.—4-17-57—4313—VV.

**DELICATE DELINGUENT, THE** (5613)—C—Jerry Lewis, Darren McGavin, Martha Hyer—Interesting Jerry Lewis entry—101m.—4350—VV.

**FEAR STRIKES OUT** (5607)—D—Anthony Perkins, Karl Malden, Norma Moore—Interesting drama—100m.—2-6-57—4286—VV.

**FOR WHOM THE BELL TOLLS** (5614)—D—Gary Cooper, Ingrid Bergman, Akim Tamiroff—Reissue of one of the Industry's great films—130m.—5-15-57—4326—TC—RE.

**FUNNY FACE** (5608)—MU—Audrey Hepburn, Fred Astaire, Kay Thompson—Highly entertaining musical—103m.—2-20-47—4291—TC-VV.

**GUNFIGHT AT THE OK CORRAL** (5610)—MD—Burt Lancaster, Kirk Douglas, Rhonda Fleming—Super western rates high—122m.—5-15-57—4326—TC—VV.

**HOLLYWOOD OR BUST** (5605)—C—Dean Martin, Jerry Lewis, Anita Eckberg—Average Martin and Lewis—95m.—12-12-56—4262—TC—VV—(B).

**LONELY MAN, THE** (5611)—D—Jack Palance, Anthony Perkins, Elaine Aiken—Outdoor action yarn is good program entry—87m.—5-15-57—4326—VV.

**LOVING YOU** (5616)—D—Elvis Presley, Lisabeth Scott, Wendell Corey—Elvis Presley rides high on the hawg—101m.—4350—TC—VV—(B).

**LUCY GALLANT** (5504)—MD—Jane Wyman, Charlton Heston, Claire Trevor, Thelma Ritter—Interesting and well-made entry—104m.—10-19-56—4046—TC—VV.

**MOUNTAIN, THE** (5603)—D—Spencer Tracy, Robert Wagner, Claire Trevor—High rating suspense drama—105m.—10-3-56—4231—TC—VV.

**PARDNERS** (5523)—C—Dean Martin, Jerry Lewis, Lori Nelson—Amusing spoof of western yarns has names, laughs, and music to sell—88m.—8-22-56—4205—TC—VV.

**RAINMAKER, THE** (5606)—D—Burt Lancaster, Katherine Hepburn, Wendell Corey—High rating entry—121m.—1-9-57—4274—TC—VV—(B).

**SEARCH FOR BRIDEY MURPHY** (5602)—D—Teresa Wright, Louis Hayward, Nancy Gates—Exploitation item for the program—84m.—10-17-56—4237—VV—(B).

**TEN COMMANDMENTS, THE** (........)—D—Charlton Heston, Anne Baxter, Yul Brynner—One of the top entertainments of all time—219m.—10-17-56—4237—TC—VV.

**THREE VIOLENT PEOPLE** (5604)—W—Charlton Heston, Anne Baxter, Gilbert Roland—Okay western—100m.—12-26-56—4267—TC—VV.

**VAGABOND KING, THE** (5601)—MU—Kathryn Grayson, Oreste, Rita Moreno—Average film musical will need plenty of help—88m.—9-5-56—4215—TC—VV.

**WAR AND PEACE** (5625)—D—Audrey Hepburn, Henry Fonda, Mel Ferrer, Vittorio Gassman—Filmization of outstanding literary work rates high—190m.—9-5-56—4215—TC—VV.

### TO BE REVIEWED

**DESIRE UNDER THE ELMS**—Sophia Loren, Anthony Perkins, Burl Ives.

**DEVIL'S HAIRPIN**—Cornel Wilde, Jean Wallace, Mary Astor—TC—VV.

**HEAR ME GOOD**—Hal March, Joe E. Ross, Merry Anders.

**HOT SPELL**—Shirley Booth, Anthony Quinn—VV.

**JOKER IS WILD, THE**—Frank Sinatra, Mitzi Gaynor, Jeanne Crain—VV.

**OMAR KHAYYAM** (5615)—Cornel Wilde, Michael Rennie, Debra Paget—TC—VV.

**SAD SACK**—Jerry Lewis, David Wayne, Phyllis Kirk—TC—VV.

**SHORTCUT TO HELL**—Robert Ivers, Georgann Johnson, William Bishop—(B).

**SPANISH AFFAIR**—Carmen Sevilla, Richard Kiley—Color—VV.

**TEACHER'S PET**—Clark Gable, Doris Day, Gig Young—VV.

**TIN STAR, THE**—Henry Fonda, Anthony Perkins, Betsy Palmer—VV.

**WOMAN OBSESSED, A**—Anna Magnani, Anthony Quinn, Anthony Franciosa—VV.

**ZERO HOUR**—Dana Andrews, Linda Darnell, Sterling Hayden.

## Rank

**OUT OF THE CLOUDS**—D—Anthony Steel, Robert Beatty, Margo Lorenz—Okay for program—80m.—4351—EC—English.

**REACH FOR THE SKY**—D—Kenneth More, Muriel Pavlow—Initial release of new company is interesting tale of English air hero—123m.—5-1-57—4318—English.

**THIRD KEY, THE**—D—Jack Hawkins, John Stratton, Dorothy Alison—Well-made mystery yarn—83m.—4351—English.

**TRIPLE DECEPTION**—MD—Michael Craig, Julia Arnall, Barbara Bates—High rating English meller—85m.—6-26-57—4342—TV-VV—English.

### TO BE REVIEWED

(All English-made)

**ALLIGATOR NAMED DAISY, AN**—Donald Sinden, Diana Dors, Jean Carson—TC—VV.

**AS LONG AS THEY'RE HAPPY**—Jack Buchanan—EC.

**BLACK TENT, THE**—Anthony Steel—TC—VV.

**CHECKPOINT**—Anthony Steel—EC—(B).

**GENTLE TOUCH, THE**—George Baker, Belinda Lee—TC.

**JACQUELINE**—John Gregson.

**PURSUIT OF THE GRAF SPEE**—John Gregson—TC—VV.

**SPANISH GARDENER**—Dirk Bogarde—TC—VV.

**TOWN LIKE ALICE, A**—Virginia McKenna, Peter Finch.

**VALUE FOR MONEY**—John Gregson, Diana Dors—TC—VV—(B).

## Republic

**ABOVE US THE WAVES** (5601)—MD—John Mills, John Gregson, Donald Sinden—Exciting English meller—92m.—1-9-57—4274—English.

**ACCUSED OF MURDER** (5603)—MD—David Brian, Vera Ralston, Sidney Blackmer—Adequate programmer—74m.—2-6-57—4286—TR—NA.

**AFFAIR IN RENO** (5607)—C—John Lund, Doris Singleton, John Archer—Average programmer—75m.—4-17-57—4314—NA—(B).

**BEGINNING OF THE END** (5660)—MD—Peggie Castle, Peter Graves—Science fiction entry should please horror fans—73m.—4351—(AB-PT).

**CIRCUS GIRL** (5606)—MD—Kristina Soderbaum—Lower half filler—88m.—9-5-56—4216—Color—Made Abroad.

**DAKOTA INCIDENT** (5510)—MD—Linda Darnell, Dale Robertson, John Lund—Good programmer—88m.—8-6-56—4197—TR.

**DANIEL BOONE, TRAIL BLAZER** (5513)—W—Bruce Bennett, Lon Chaney, Faron Young—Mediocre western for lower half—76m.—10-31-56—4243—TR.

**DUEL AT APACHE WELLS** (5606)—W—Anna Maria Alberghetti, Ben Cooper, Jim Davis—Lower half western—70m.—4-3-57—4307—NA.

**HELLS CROSSROADS** (5608)—W—Stephen McNally, Peggie Castle, Robert Vaughn—Better than average western—73m.—4-3-57—4307—NA—(B).

**JOURNEY TO FREEDOM**—MD—Jacques Scott, Jean Ann Lewis—Filler for lower half—60m.—4351.

**LISBON** (5512)—MD—Ray Milland, Maureen O'Hara, Claude Rains—Entertaining meller—90m.—8-8-56—4198—TR—NA—(B).

**MAN IN THE ROAD, THE** (5610)—MD—Derek Farr, Ella Raines, Donald Wolfit—For the lower half—83m.—5-15-57—4327—English.

**MAN IS ARMED, THE** (5538)—MD—Dane Clark, William Talman, May Wynn—Okay dualler—70m.—3-20-57—4302.

**SCANDAL, INC.** (5514)—MD—Robert Hutton, Patricia Wright, Paul Richards—Topical program meller can be exploited—79m.—11-28-56—4258.

**SPOILERS OF THE FOREST** (5609)—MD—Rod Cameron, Vera Ralston, Ray Collins—For the lower half—69m.—5-29-57—4334—TR—NA.

**STRANGE ADVENTURE, A** (5537)—MD—Joan Evans, Ben Cooper, Marla English—For the lower half—70m.—10-31-56—4243—(B).

**TEARS FOR SIMON** (5604)—MD—David Farrar, Julia Arnall, David Knight—Good suspenseful Import—91m.—2-20-57—4291—EC—English.

**THUNDER OVER ARIZONA** (5511)—W—Skip Homeier, Kristine Miller—Okay supporting feature—75m.—9-5-56—4216—TR—NA.

**UNEARTHLY, THE** (5661)—MD—John Carradine, Allison Hayes—Mediocre horror entry 73m.—4351—(AB-PT).

**WEAPON, THE** (5611)—MD—Steve Cochran, Lizabeth Scott, Herbert Marshall—Fast paced meller should please—80m.—6-26-57—4342—English.

**WOMAN'S DEVOTION, A** (5602)—D—Ralph Meeker, Janice Rule, Paul Henried—For the program—88m.—12-12-56—4262—TR.

**TO BE REVIEWED**

**CONGRESS DANCES, THE**—Rudolf Prack, Johanna Matz—TC—CS—German.

**CROOKED CIRCLE, THE**—John Smith, Fay Spain, Steve Brodie.

**IN OLD VIENNA**—Heinz Roettinger, Robert Killick—TC—German.

**LAST STAGECOACH WEST**—Jim Davis, Mary Castle, Victor Jory—NA.

**LAWLESS EIGHTIES, THE**—Buster Crabbe, Marilyn Saris—NA.

**PAWNEE**—George Montgomery, Lola Albright, Bill Williams—TR.

**TAMING SUTTON'S GAL**—John Lupton, Gloria Talbott—NA.

**TIME IS MY ENEMY**—Dennis Price, Renee Asherson, Susan Shaw.

**WAYWARD GIRL, THE**—Marcia Henderson, Peter Walker.

**YOUNG MOTHER**—Mary Webster, William Campbell, Martha Scott—(AB-PT).

## Trans-Lux

**LA STRADA**—D—Anthony Quinn, Richard Basehart, Guilletta Masina—One of the better Italian imports—115m.—8-22-56—4206—Italian—Titles, also dubbed in English—(B).

**TO BE REVIEWED**

**BED OF GRASS**—Anna Brazzou—Greek.

**DANGER FLIGHT 931**—Dany Robin, Dieter Barsche, Simone Renant—(Darvey).

**FOUR BAGS FULL**—Jean Gabin, Bourvil—French.

## 20th Century-Fox

**ABDUCTORS, THE** (726)—MD—Victor McLaglen, Gaven Muir, Fay Spain—For the lower half—80m.—4352—RS.

**AFFAIR TO REMEMBER, AN**—727—D—Cary Grant, Deborah Kerr, Richard Denning—Highly entertaining entry should do very well—115m.—7-24-57—4357—DC—CS.

**ANASTASIA** (627)—D—Ingrid Bergman, Yul Brynner, Helen Hayes—Brilliantly enacted, beautifully mounted filmization of stage play—105m.—12-26-56—4267—DC—CS.

**BADLANDS OF MONTANA** (716)—W—Rex Reason, Beverly Garland—Actionful, adult western—75m.—5-15-57—4327—RS—(B).

**BERNARDINE** (723)—C—Pat Boone, Terry Moore, Janet Gaynor—Good entry for the younger set—95m.—4352—DC—CS.

**BEST THINGS IN LIFE ARE FREE, THE** (625)—MU—Gordon MacRae, Dan Dailey, Sheree North—Highly entertaining musical—104m.—10-3-56—4234—DC—CS.

**BETWEEN HEAVEN AND HELL** (621)—MD—Robert Wagner, Terry Moore, Broderick Crawford—Interesting war drama—94m.—10-17-56—4238—DC—CS.

**BIGGER THAN LIFE** (620)—D—James Mason, Barbara Rush—Exploitable drama—95m.—8-8-56—4198—DC—CS.

**BLACK WHIP, THE** (628)—W—Hugh Marlowe, Coleen Gray—Adult, off-beat western—77m.—12-26-56—4267—RS—(B).

**BOY ON A DOLPHIN** (714)—D—Alan Ladd, Clifton Webb, Sophia Loren—Well-made, interesting adventure yarn—111m.—4-17-57—4314—DC—CS—(B).

**BREAK IN THE CIRCLE** (711)—MD—Forrest Tucker, Eva Bartok—Okay for lower half—69m.—5-15-57—4327—England.

**BUS STOP** (618)—C—Marilyne Monroe, Don Murray, Arthur O'Connell—Highly entertaining comedy headed for top grosses—95m.—8-22-56—4206—DC—CS—(B).

**CHINA GATE** (715)—MD—Gene Barry, Angie Dickinson, Nat "King" Cole—Suspenseful adventure yarn for the program—97m.—5-15-57—4327—CS.

**CRASH DIVE** (665)—MD—Tyrone Power, Anne Baxter, Dana Andrews—Sock service show reissue—105m.—8-8-56—4198—RE.

**DESK SET** (719)—C—Spencer Tracy, Katharine Hepburn—Highly amusing comedy—103m.—5-15-57—4328—DC—CS.

**DESPERADOS ARE IN TOWN, THE** (626)—W—Robert Arthur, Kathy Nolan—Okay western—73m.—11-28-56—4258—RS.

**GIRL CAN'T HELP IT, THE** (629)—MUC—Tom Ewell, Jayne Mansifield, Edmond O'Brien—Highly entertaining entry—99m.—1-9-57—4274—DC—CS—(B).

**GOD IS MY PARTNER**—D—724—D—Walter Brennan, Marion Ross, John Hoyt—Good family entertainment for smaller situations—80m.—7-24-57—4358—RS.

**HALLS OF MONTEZUMA** (664)—D—Richard Widmark, Jack Palance, Reginald Gardner—Better war film reissue—112m.—8-8-56—4198—RE.

**HATFUL OF RAIN, A** (925)—D—Eva Marie Saint, Don Murray, Anthony Franciosa—Powerful drama features top performances—109m.—6-26-57—4342—CS.

**HEAVEN KNOWS, MR. ALLISON** (710)—D—Deborah Kerr, Robert Mitchum—Warm drama of a Nun and a Marine should have wide appeal—105m.—3-20-57—4302—DC—CS.

**ISLAND IN THE SUN** (721)—D—James Mason, Joan Fontaine, Harry Belafonte—Off-beat drama has lots to offer—119m.—6-26-57—4343—DC—CS—(B).

**KRONOS** (712)—MD—Jeff Morrow, Barbara Lawrence—Intresting tale of thing from space—78m.—5-1-57—4318—RS.

**LAST WAGON, THE** (619)—Richard Widmark, Felicia Farr—High rating adventure drama—99m.—9-5-56—4216—DC—CS.

**LOVE ME TENDER** (624)—MD—Richard Egan, Debra Paget, Elvis Presley—Presley name should make this a boxoffice winner—89m.—11-28-56—4258—CS—(B).

**LURE OF THE SWAMP** (722)—MD—Marshall Thompson, Willard Parker, Joan Vohs—Lower half filler—74m.—6-12-57—4338—RS.

**OASIS** (632)—MD—Michele Morgan, Pierre Brasseur, Cornell Borchers—Mediocre programmer—84m.—1-23-57—4278—EC—CS—Morocco—(B).

**OH, MEN! OH, WOMEN!** (706)—C—Dan Dailey, Ginger Rogers, David Niven—Film version of play has name values but is only mildly amusing—90m.—2-20-57—4291—DC—CS.

**OKLAHOMA!** (630)—MU—Gordon MacRae, Shirley Jones, Gene Nelson—High rating entertainment—140m.—11-14-56—4251—TC—CS—Magna.

**QUEEN OF BABYLON, THE** (616)—MD—Rhonda Fleming, Ricardo Montalban—Import for exploitation and specialty spots—98m.—8-8-56—4198—TC—Italy—(B).

**QUIET GUN, THE** (702)—W—Forrest Tucker, Mara Corday—For the lower half—77m.—2-20-57—4291—RS.

**REBECCA** (666)—D—Laurence Olivier, Joan Fontaine, George Sanders—Hitchcock version of mystery best-seller should do okay as reissue—129m.—9-5-56—4216—Selznick—RE.

**RESTLESS BREED, THE** (718)—W—Scott Brady, Anne Bancroft—For the duallers—81m.—5-15-57—4328.

**RIVER'S EDGE, THE** (708)—D—Ray Milland, Debra Paget, Anthony Quinn—Good cast struggles through mediocre story—86m.—4-3-57—4308—DC—CS—(B).

**SHE DEVIL** (713)—MD—Mari Blanchard, Jack Kelly, Albert Dekker—Okay lower half entry—77m.—5-1-57—4319—RS—(B).

**SMILEY** (703)—D—Sir Ralph Richardson, John McCallum—Import for the program—97m.—2-20-57—4292—TC—CS—Australia.

**STAGECOACH TO FURY** (623)—W—Forrest Tucker, Mari Blanchard, Wallace Ford—Good western for the duallers—76m.—10-17-56—4238—RS.

**STORM RIDER, THE** (709)—W—Scott Brady, Mala Powers, Bill Williams—Satisfactory western for lower half—70m.—3-20-57—4302—RS.

**TEENAGE REBEL** (622)—D—Ginger Rogers, Michael Rennie—Interesting mother-daughter story should have family appeal—94m.—11-14-56—4251—CS—(B).

**THIRD MAN, THE** (667)—MD—Joseph Cotten, Valli, Orson Welles—Reissue is excellent film of its type—104m.—10-31-56—4243—RE.

**THREE BRAVE MEN** (701)—D—Ray Milland, Ernest Borgnine, Nina Foch—Topical, thought-provoking drama has documentary flavor—88m.—1-23-57—4278—CS.

**TRUE STORY OF JESSE JAMES, THE** (704)—MD—Robert Wagner, Jeffrey Hunter, Hope Lange—Satisfactory programmer—92m.—2-20-57—4292—DC-CS-(B).

**TWO GROOMS FOR A BRIDE** (705)—C—John Carroll, Virginia Bruce—Lower half filler—73m.—4352—English—(B).

**WAY TO THE GOLD, THE** (717)—MD—Jeffrey Hunter, Sheree North, Barry Sullivan—Mild melodrama for the program—94m.—5-15-57—4328—CS.

**WAYWARD BUS, THE** (720)—D—Joan Collins, Jayne Mansfield, Dan Dailey—Good name values will boost episodic drama—89m.—6-12-57—4338—CS.

**WOMEN OF PITCAIRN ISLAND, THE** (631)—MD—James Craig, Lynn Bari, Arleen Whelan—Exploitable programmer—72m.—12-26-56—4267—RS.

**TO BE REVIEWED**

**APACHE WARRIOR**—Keith Larsen, Eugenia Paul, Jim Davis—RS.

**APRIL LOVE**—Pat Boone, Shirley Jones, Arthur O'Connell—DC—CS.

**BACK FROM THE DEAD**—Arthur Franz, Peggie Castle, Marsha Hunt.

**BEAUTIFUL BUT DANGEROUS**—Gina Lolobrigida, Vittorio Gassman, Robert Alda—Italian—(B).

**COPPER SKY, THE**—Coleen Gray, Jeff Morrow.

**DARK VALOR**—Rex Reason, Henry Morgan, Steve Brodie—RS.

**DERRSLAYER, THE**—Rex Barker, Forest Tucker, Cathy O'Donnell—Color—CS.

**ENEMY BELOW, THE**—Robert Mitchum, Kurd Jurgens, Frank Albertson—DC—CS.

**FAREWELL TO ARMS**—Jennifer Jones, Rock Hudson, Vittorio DeSica—DC—CS.

**FORTY GUNS**—Barbara Stanwyck, Gene Barry, Barry Sullivan—CS.

**HELL ON DEVIL'S ISLAND**—Helmut Dantine, William Talman, Jean Willis.

**KISS THEM FOR ME**—Cary Grant, Jayne Mansfield, Suzy Parker—DC—CS.

**MOTHER WAS A STRIPPER**—Virginia Field, Les Brown and Band, Douglas Kennedy.

**NO DOWN PAYMENT**—Jeffrey Hunter, Sheree North, Tony Randall—CS.

**OTHER ONE, THE**—Arthur Franz, Peggie Castle, Marsha Hunt—RS.

**PEYTON PLACE**—Lana Turner, Lloyd Nolan, Hope Lange—DC—CS.

**RIDE A VIOLENT MILE**—John Agar, Penny Edwards—RS.

**SEAWIFE**—Richard Burton, Joan Collins—Color—CS.

**STOPOVER TOKYO**—Robert Wagner, Joan Collins, Edmond O'Brien—DC—CS.

**SUN ALSO RISES, THE**—Ava Gardner, Tyrone Power, Errol Flynn, Mel Ferrer—DC—CS.

**THREE FACES OF EVE**—David Wayne, Joanne Woodward—CS.

**UNKNOWN TERROR**—Paul Richards, Mala Powers—RS.

**WILL SUCCESS SPOIL ROCK HUNTER?**—Jayne Mansfield, Tony Randall, Joan Blondell—DC—CS.

**WOMAN WITH A WHIP**—Barbara Stanwyck, Barry Sullivan, Dean Jagger—(CinemaScope).

**YOUNG LIONS, THE**—Marlon Brando, Montgomery Clift, Joanne Woodward—CS.

## United Artists

**AROUND THE WORLD IN 80 DAYS**—C—David Niven, Cantinflas, Robert Newton, Shirley MacLaine—Fabulous entertainment—173m.—10-31-56—4253—EC—Todd—AO.

**ATTACK**—D—Jack Palance, Eddie Albert, William Smithers—Powerful war film should stimulate favorable word of mouth—107m.—9-5-56—4217—Aldrich.

**BACHELOR PARTY, THE**—D—Don Murray, Patricia Smith, Jack Warden—Highly Interesting entry—93m.—3-20-57—4303—Hecht-Lancaster—(B).

**BAILOUT AT 43,000**—MD—John Payne, Karen Steele, Paul Kelly—Okay programmer—78m.—5-1-57—4319—Pine-Thomas.

**BANDIDO**—MD—Robert Mitchum, Ursula Thiess, Gilbert Roland—Large scale action film of Mexican revolution—92m.—8-22-56—4206—DC—CS—Jacks—(B).

**BAYOU**—D—Peter Graves, Lita Milan—Filler for lower half—88m.—6-26-57—4343—(Ripps) (B).

**BEAST OF HOLLOW MOUNTAIN, THE**—MD—Guy Madison, Patricia Medina—Outdoor offering lends itself to exploitation—79m.—8-22-56—4206—DC—CS—Nassour.

**BIG BOODLE, THE**—MD—Errol Flynn, Rosanna Rory—Programmer has intrigue, action, and adventure—83m.—2-6-57—4286—Blumberg—(B).

**BIG CAPER, THE**—MD—Rory Calhoun, Mary Costa—Good programmer—84m.—4-17-57—4314—Pine-Thomas—(B).

**BOP GIRL GOES CALYPSO**—MU—Judy Tyler, Bobby Troup, Margo Woode—Programmer for the younger set—79m.—7-24-57—4358—Bel-Air (B).

**BOSS, THE**—MD—John Payne, Gloria McGhee—Interesting program entry—89m.—9-5-56—4217—Seltzer.

**BRASS LEGEND, THE**—W—Hugh O'Brien, Nancy Gates—For the lower half—79m.—12-12-56—4262—Goldstein.

**BUCKSKIN LADY, THE**—W—Patricia Medina, Richard Denning, Gerald Mohr—Adult western—66m.—4352—Bishop-Hittleman—(B).

**CRIME OF PASSION**—MD—Barbara Stanwyck, Sterling Hayden—Fine acting lifts crime meller above average program fare—84m.—1-23-57—4278—Goldstein—(B).

**DANCE WITH ME HENRY**—C—Lou Costello, Bud Abbott—Mediocre Abbott and Costello entry for the duallers—79m.—12-26-56—4270—Goldstein.

**DELINQUENTS, THE**—MD—Tom Laughlin, Peter Miller—Ineffective treatment of juvenile delinqeuncy theme strives for sensation—71m.—3-6-57—4298—Imperial—(B).

**DRANGO**—D—Jeff Chandler, John Lupton, Joanne Dru—Absorbing post-Civil War drama—92m.—1-23-57—4279—Earlmar.

**FIVE STEPS TO DANGER**—MD—Ruth Roman, Sterling Hayden—Interesting meller for the program—80m.—1-23-57—4279—Kesler.

**FLIGHT TO HONG KONG**—MD—Rory Calhoun, Barbara Rush—For the lower half—10-3-56—4234—Sabre—(B).

**FOUR BOYS AND A GUN**—MD—Frank Sutton, Tarry Green—Lower half filler—73m.—1-9-57—4275—Security.

**FURY AT SUNDOWN**—W—John Derek, Carolyn Craig—For the lower half—75m.—4-3-57—4308—Goldstein.

**GUN BROTHERS**—MD—Buster Crabbe, Ann Robinson, Neville Brand—Western meller for the lower half—79m.—9-5-56—4217—Grant.

**GUN DUEL IN DURANGO**—W—George Montgomery, Ann Robinson, Bobby Clark—Okay western—73m.—5-1-57—4319—Peerless.

**GUN THE MAN DOWN**—W—James Arness, Angie Dickinson—For the lower half—78m.—11-28-56—4258—Morris-McLaglen.

**HALLIDAY BRAND, THE**—D—Joseph Cotten, Viveca Lindfors, Betsy Blair—Names, interesting story lifts western above average program fare—77m.—2-6-57—4286—Young.

**HIDDEN FEAR**—MD—John Payne, Natalie Norwick, Alexander Knox—Lower half entry—83m.—4352—St. Aubrey-Kohn.

**HIT AND RUN**—MD—Cleo Moore, Hugo Haas—Sordid adult drama is exploitable program fare—84m.—3-20-57—4303—Haas.

**HOT CARS**—MD—John Bromfield, Joi Lansing—Lower half filler—60m.—8-22-56—4206—Bel-Air—(B).

**HUKI**—MD—George Montgomery, Mona Freeman—Okay action film—84m.—7-8-56—4199—EC—(Young).

**IRON SHERIFF, THE**—W—Sterling Hayden, Constance Ford—Interesting western should do well as part of the program—73m.—4-3-57—4308—Grand.

**KING AND FOUR QUEENS, THE**—W—Clark Gable, Eleanor Parker—Western has names to draw but lacks action—86m.—12-26-56—4270—DC—CS—Russ-Field—Gabco—(B).

**MAN FROM DEL RIO**—W—Anthony Quinn, Katy Jurado—Well conceived western should please wide variety of patrons—82m.—10-17-56—4239—Jacks.

**MEN IN WAR**—MD—Robert Ryan, Aldo Ray—Well-made war film—104m.—2-6-57—4287—Security.

**MONSTER THAT CHALLENGED THE WORLD, THE**—MD—Tim Holt, Audrey Dalton—83m.——4335—(Gramercy).

**MONKEY ON MY BACK**—D—Cameron Mitchell, Dianne Foster—Powerful Barney Ross bio-film is highly exploitable—93m.—5-29-57—4334—(Small)—(B).

**MONTE CARLO STORY, THE**—C—Marlene Dietrich, Vittorio DeSica—Colorful comedy, but slow in spots—99m.—6-26-57—4343—TC—TE—(Titanus)—European made.

**OUTLAW'S SON**—W—Dane Clark, Ben Cooper, Lori Nelson—Fair western—89m.—4352—Bel-Air.

**PEACEMAKER, THE**—W—James Mitchell, Rosemarie Bowe—Religious western for duallers, small towns—81m.—11-14-56—4251—Makelim.

**PHARAOH'S CURSE**—MD—Mark Dana, Ziva Rodann—Lower half entry—66m.—2-20-57—4292—Bel-Air.

**PRIDE AND THE PASSION, THE**—MD—Cary Grant, Sophia Loren, Frank Sinatra—High rating entertainment—131m.—4353—TC—VV—Kramer—(B).

**REVOLT AT FORT LARAMIE**—D—John Dehner, Gregg Palmer—Good programmer holds interest despite lack of name values—73m.—3-20-57—4303—DC—Bel-Air.

**RIDE BACK, THE**—W—Anthony Quinn, William Conrad, Lita Milan—Well-made and different western should please discriminating filmgoers—79m.—5-1-57—4319—Aldrich.

**RUN FOR THE SUN**—MD—Richard Widmark, Trevor Howard, Jane Greer—Program meller—98m.—8-8-56—4199—TC—SS—Russ-Field.

**RUNNING TARGET**—MD—Doris Dowling, Arthur Franz—For the lower half—83m.—11-28-56 4259—DC—Canyon.

**SAINT JOAN**—D—Richard Widmark, Richard Todd, Jean Seberg—Excellent production of Shaw drama needs selling—110m.—5-15-57—4328—Preminger.

**SHARKFIGHTERS, THE**—D—Victor Mature, Karen Steele—Okay programmer holds interest—73m.—10-31-56—4244—TC—CS—Goldwyn, Jr.

**SPRING REUNION**—D—Dana Andrews, Betty Hutton, Jean Hagen—Moderate programmer has good name values—79m.—4-3-57—4308—Bryna.

**SWEET SMELL OF SUCCESS**—D—Burt Lancaster, Tony Curtis, Susan Harrison—Unpleasant drama has good name values—96m.—4343—(Hecht-Hill-Lancaster)—(B).

**TOMAHAWK TRAIL**—OD—Chuck Connors, Susan Cummings—Lower half filler—60m.—12-26-56—4270—Bel-Air.

**TROOPER HOOK**—W—Joel McCrea, Barbara Stanwyck—Good outdoor action yarn for the program—81m.—6-26-57—4343—(Fielding).

**12 ANGRY MEN**—D—Henry Fonda, Lee J. Cobb, Ed Begley—High rating drama—95m.—3-6-57—4298—Orion-Nova.

**VALERIE**—MD—Sterling Hayden, Anita Ekberg, Anthony Steel—Okay programmer—84m.—7-24-57—4358—Makelim (B).

**VAMPIRE, THE**—MD—John Beal, Colleen Gray—Horror entry for lower half—74m.—6-26-57—4344—(Gramercy).

**VOODOO ISLAND**—MD—Boris Karloff, Beverly Tyler—Lower half horror entry—76m.—2-20-57—4292—Bel-Air.

**WAR DRUMS**—W—Lex Barker, Joan Taylor, Ben Johnson—Okay programmer—75m.—4-3-57—4308—DC—Bel-Air.

**WILD PARTY, THE**—D—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry for art specialty and exploitation houses—81m.—12-12-56—4263—Security—(B).

### TO BE REVIEWED

**CALYPSO ISLAND**—Marie Windsor, Vince Edwards—(Made In B.W.I.)—(Security).

**CARELESS YEARS, THE**—Natalie Trundy, Dean Stockwell, Catherine McLeod—(Bryna).

**CHICAGO CONFIDENTIAL**—Brian Keith, Beverly Garland, Dick Foran—(Peerless).

**DALTON GIRLS**—Penny Edwards, Merry Anders (Bel-Air).

**ENEMY FROM SPACE**—Brian Donlevy, Sidney James, John Longden—(Hinds).

**FORT BOWIE**—Ben Johnson, Jan Harrison, Kent Taylor—(Bel-Air).

**FUZZY PINK NIGHTGOWN, THE**—Jane Russell, Keenan Wynn, Ralph Meeker—(Russ-Field).

**GIRL IN THE BLACK STOCKINGS, THE**—Lex Barker, Anne Bancroft, Mamie Van Doren—(Bel-Air)—Leg.: B.

**GUN FEVER**—Mark Stevens, Jana Davi—(Jackson-Weston).

**GUNSIGHT RIDGE**—Joel McCrea, Mark Stevens, Joan Weldon—(Libra).

**HELL BOUND**—John Russell, June Blair—(Bel-Air).

**JUNGLE HEAT**—Lex Barker, Mari Blanchard—(Made in Hawaii)—(Bel-Air).

**KILLER ON THE WALL**—Richard Boone, Theodore Bikel, Peggy Maurer—(Maxim).

**LADY OF VENGEANCE**—Dennis O'Keefe—(Balaban)—(English-made)—Leg.: B.

**LEGEND OF THE LOST**—John Wayne, Sophia Loren—(Technirama)—(Bat-Jac).

**MAN ON THE PROWL**—Mala Powers, James Best—(Jana-Lesser).

**MY GUN IS QUICK**—Robert Bray, Whitney Blake, Pamela Duncan—(Parklane)—(B).

**PARIS HOLIDAY**—Bob Hope, Fernandel, Anita Eckberg—(Technirama)—(Eastman Color)—(Made in France)—(Tolda).

**PATHS OF GLORY**—Kirk Douglas, Ralph Meeker, Adolphe Menjou—(Bryna).

**PISTOLERO**—Jack Palance—(Philip Waxman).

**QUIET AMERICAN, THE**—Audie Murphy, Michael Redgrave, Georgia Moll—(Figaro)—(Made In Viet-Nam).

**RIDE OUT FOR REVENGE**—Rory Calhoun, Gloria Grahame, Lloyd Bridges—(Bryna).

**SAVAGE PRINCESS**—(Indian-made)—(Print by Technicolor)—(Mehboob).

**STREET OF SINNERS**—George Montgomery, Geraldine Brooks—(Security)—Leg.: B.

**TIGER BY THE TAIL**—Larry Parks, Constance Smith—(Canyon).

**TIME LIMIT**—Richard Widmark, Richard Basehart, Dolores Michaels—(Heath).

**VIKINGS, THE**—Kirk Douglas, Tony Curtis, Ernest Borgnine, Janet Leigh—TC—VV—(Bryna).

**WINK OF AN EYE**—Jonathan Kidd, Doris Dowling, Barbara Turner—(Ivar).

**WITNESS FOR THE PROSECUTION**—Tyrone Power, Marlene Dietrich, Charles Laughton—(Small).

## Universal-International

**BACK FROM ETERNITY** (703)—MD—Robert Ryan, Anita Ekberg, Rod Steiger—Satisfactory dramatic entry will benefit from name draw—97m.—9-19-56—4227—RKO.

**BATTLE HYMN** (5712)—D—Rock Hudson, Dan Duryea, Martha Hyer—Well-made entry should have wide appeal—108m.—12-26-56—4270—TC—CS.

**BEYOND A REASONABLE DOUBT** (702)—MD—Dana Andrews, Joan Fontaine, Sidney Blackmer—Fairly interesting program meller—80m.—9-19-56—4227—RKO.

**BRAVE ONE, THE** (706)—D—Michel Ray—Highly attractive entry of a boy and his unusual pet—100m.—10-3-56—4231—TC—CS—RKO.

**BUNDLE OF JOY** (710)—C—Eddie Fisher, Debbie Reynolds, Adolphe Menjou—Pleasant entertainment for all—98m.—12-12-56—4262—TC—RKO.

**CURUCU, BEAST OF THE AMAZON** (5703)—MD—John Bromfield, Beverly Garland, Tom Payne—Exploitation programmer—76m.—11-14-56—4251—EC—(B).

**DEADLY MANTIS, THE** (5719)—MD—Craig Stevens, William Hopper, Alix Talton—Fair lower half offering—78m.—4-3-57—4309.

**DEATH OF A SCOUNDREL** (707)—D—George Sanders, Yvonne DeCarlo, Victor Jory—Interesting drama has names and exploitable story values—119m.—11-14-56—4250—RKO.

**DOCTOR AT LARGE**—C—Dirk Bogarde, Muriel Pavlow, Donald Sinden—Highly humorous Import—98m.—6-26-57—4344—EC—VV—English.

**EVERYTHING BUT THE TRUTH** (5704)—C—Maureen O'Hara, John Forsythe, Tim Hovey—Pleasant family divertisement—83m.—11-14-56—4251—EC.

**FIRST TRAVELING SALESLADY, THE** (701)—C—Ginger Rogers, Barry Nelson, Carol Channing—Moderate, light-hearted offering has name values—92m.—9-5-56—4206—TC—RKO.

**FOUR GIRLS IN TOWN** (5706)—C—George Nader, Julie Adams, Marianne Cook—Interesting programmer—85m.—12-12-56—4263—CS—TC—(B).

**GIRL IN THE KREMLIN, THE** (5718)—MD—Lex Barker, Zsa Zsa Gabor, Jeffrey Stone—Exploitation programmer has angles—81m.—5-1-57—4319—(B).

**GREAT MAN, THE** (5708)—D—Jose Ferrer, Dean Jagger, Julie London—Highly interesting drama—92m.—11-28-56—4259.

**GUN FOR A COWARD** (5711)—W—Fred MacMurray, Jeffrey Hunter, Janice Rule—Satisfactory western should please outdoor fans—88m.—12-26-56—4271—EC—CS.

**INCREDIBLE SHRINKING MAN, THE** (5715)—MD—Grant Williams, Randy Stuart, April Kent—Highly impressive science fiction entry—81m.—2-6-57—4287.

**INTERLUDE** (5728)—D—June Allyson, Rossano Brazzi—Powerful romance should appeal to femme trade—89m.—6-26-57—4344—TC—CS.

**ISTANBUL** (5709)—MD—Errol Flynn, Cornell Borchers, John Bentley—Okay programmer has Flynn name to help—84m.—1-23-57—4279—TC—CS.

**JOE BUTTERFLY** (5723)—C—Audie Murphy, George Nader, Keenan Wynn, Kieke Shima—Highly amusing entry of G.I. occupation of Japan—90m.—5-1-57—4320—TC—CS.

**JOE DAKOTA** (5730)—W—Jock Mahoney, Luana Patten, Charles McGraw—Good off-beat western for the program—79m.—6-26-57—4344—EC.

**KELLY AND ME** (5714)—D—Van Johnson, Piper Laurie, Martha Hyer—Okay program entry—86m.—1-23-57—4279—TC—CS.

**KETTLES ON OLD MAC DONALD'S FARM, THE** (5721)—C—Marjorie Main, Parker Fennelly, Gloria Talbott—The Kettles are back for them that wants 'em—82m.—4353.

**KILLERS, THE** (5781)—MD—Burt Lancaster, Ava Gardner, Edmond O'Brien—Reissue has the angles—101m.—9-19-56—4227—RE.

**LAND UNKNOWN, THE** (5727)—MD—Jock Mahoney, Shawn Smith—Good science fiction entry—78m.—4353—CS.

**MAN AFRAID** (5720)—MD—George Nader, Phyllis Thaxter, Tim Hovey—Good programmer—84m.—4-17-57—4314—CS.

**MAN OF A THOUSAND FACES**—5733—D—James Cagney, Dorothy Malone, Jane Greer—Well-made and highly interesting—122m.—7-24-57—4358—CS.

**MAN IN THE VAULT** (709)—MD—William Campbell, Karen Sharpe, Anita Ekberg—For the duallers—73m.—12-26-56—4267—RKO.

**MIDNIGHT STORY, THE** (5726)—MD—Tony Curtis, Marisa Pavan, Gilbert Roland—Interesting, well made melodrama—89m.—6-26-57—4344.

**MISTER CORY** (5713)—D—Tony Curtis, Martha Hyer, Charles Bickford—Well-made, attractive drama—92m.—1-23-57—4280—EC—CS—(B).

**MOLE PEOPLE, THE** (5702)—MD—John Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—11-14-56—4252.

**NIGHT PASSAGE** (5725)—MD—James Stewart, Audie Murphy, Dianne Foster—Entertaining outdoor action entry—90m.—6-26-57—4344—TC—Technirama.

**NIGHT RUNNER, THE** (5710)—MD—Ray Danton, Colleen Miller, Merry Anders—Psychological drama for lower half—79m.—1-23-57—4280.

**PILLARS OF THE SKY** (5630)—MD—Jeff Chandler, Dorothy Malone, Ward Bond—Cavalry versus Indians has angles and possibilities—95m.—8-8-56—4199—TC—CS.

**PUBLIC PIGEON No. 1** (708)—C—Red Skelton, Vivian Blaine, Janet Blair—Amusing Red Skelton entry—79m.—5-1-57—4320—TC—RKO.

**ROCK, PRETTY BABY** (5707)—MU—Sal Mineo, John Saxon, Luana Patten—Juveniles should be real "gone" on this one—89m.—11-28-56—4259—(B).

**RUN OF THE ARROW** (5729)—D—Rod Steiger, Sarita Montiel, Brian Keith—Good offbeat Indian and Cavalry yarn—6-12-57—4338—TC—RKO.

**SHOWDOWN AT ABILENE** (5631)—W—Jock Mahoney, Martha Hyer, Lyle Bettger—Good western—80m.—8-22-56—4206—TC—(B).

**SLEEPING CITY, THE** (5782)—MD—Richard Conte, Colleen Gray, Richard Taber—Reissue is good meller—84m.—9-19-56—4227—RE.

**TAMMY AND THE BACHELOR** (5724)—C—Debbie Reynolds, Leslie Nielsen, Walter Brennan—89m.—5-29-57—4335—TC—CS.

**TARANTULA** (5605)—MD—John Agar, Mara Corday, Leo G. Carroll—Good horror exploitation item—80m.—11-16-56—4063.

**TATTERED DRESS, THE** (5716)—D—Jeff Chandler, Jeanne Crain, Jack Carson—Highly Interesting entry—93m.—3-6-57—4298—CS.

**TENSION AT TABLE ROCK** (7041)—MD—Richard Egan, Dorothy Malone, Cameron Mitchell—Tense outdoor drama should have wide appeal—93m.—10-3-56—4231—TC—RKO.

**UNGUARDED MOMENT, THE** (5701)—D—Esther Williams, George Nader, Edward Andrews—Interesting suspense drama—95m.—9-5-56—4217—TC.

**WRITTEN ON THE WIND** (5705)—D—Rock Hudson, Lauren Bacall, Robert Stack—Entry for adults has lots of selling angles—99m.—10-3-56—4234—TC.

**YOUNG STRANGER, THE** (711)—D—James MacArthur, Kim Hunter, James Daly—Interesting, well-made entry—84m.—2-20-57—4292—RKO.

### TO BE REVIEWED

**ALL MINE TO GIVE**—Cameron Mitchell, Glynis Johns—EC—RKO.
**AMAZONS, THE**—Don Taylor, Giana Sigale, Eduardo Ciannelli—Color.
**BADGE OF EVIL**—Charlton Heston, Orson Welles, Janet Leigh.
**BIG BEAT, THE**—William Reynolds, Andra Martin, Jeffrey Stone—Color.
**DAMN CITIZEN!**—Keith Andes, Margaret Hayes, Gene Evans.
**FEMALE ANIMAL, THE**—Hedy Lamarr, Jane Powell, George Nader—CS.
**FLOOD TIDE, THE**—George Nader, Cornell Bouchers—CS.
**GIRL MOST LIKELY, THE**—Jane Powell, Kaye Ballard, Tommy Noonan—RKO.
**HER MAN GODFREY**—June Allyson, David Niven, Martha Hyer—TC—CS.
**I MARRIED A WOMAN**—George Gobel, Diana Dors, Jessie Royce Landis—RKO.
**JET PILOT**—John Wyne, Janet Leigh, J. C. Flippen—119m.—TC—RKO.
**LADY TAKES A FLYER**—Lana Turner, Jeff Chandler—Color—CS.
**MAGNIFICENT BRAT, THE**—Dan Duryea, Jan Sterling, Patty McCormack—Color—CS.
**MONOLITH MONSTERS, THE**—Grant Williams, Lola Albright.
**PAY THE DEVIL**—Jeff Chandler, Orson Welles, Colleen Miller—CS.
**POINT OF DECISION**—Fred MacMurray, John Weldon, John Ericson—CS.
**PYLON**—Rock Hudson, Robert Stack, Dorothy Malone—CS.
**QUANTEZ**—Fred MacMurray, Dorothy Malone—EC—CS.
**RAW WIND IN EDEN**—Esther Williams, Jeff Chandler, Rosanna Podesta—Color—CS.
**SLAUGHTER ON TENTH AVENUE**—Richard Egan, Jan Sterling, Dan Duryea—CS.
**SLIM CARTER**—Jack Mahoney, Julie Adams, Tim Hovey—Color.
**STAGE STRUCK**—Susan Strasberg, Henry Fonda, Joan Greenwood—Color—RKO.
**SUMMER LOVE**—John Saxon, Judy Meredith, Jill St. John.
**TAKE MY HAND**—Teresa Wright, Cameron Mitchell—Color—RKO.
**THAT NIGHT**—John Beal, Augusta Dabney, Shepperd Strudwick—RKO.
**UNHOLY WIFE, THE**—Diana Dors, Rod Steiger, Tom Tryon—TC—RKO.
**VIOLATORS, THE**—Arthur O'Connell—RKO.
**WESTERN STORY, THE**—Jock Mahoney, Gilbert Roland, Linda Cristal—Color—CS.

## Warner Bros.

**AMAZON TRADER, THE** (4910)—COMP—John Sutton, Maria Fernanda—Interesting addition to the program—41m.—9-5-57—4220—WC.

**BABY DOLL** (607)—D—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama is best for sophisticated metropolitan spots—114m.—12-12-56—4263—(C).

**BAD SEED, THE** (603)—D—Nancy Kelly, Patty McCormack, Henry Jones—Superior off-beat drama for discriminating audiences—129m.—9-5-56—4199.

**BAND OF ANGELS**—621—MD—Clark Gable, Yvonne De Carlo, Sidney Poitier—Gable entry has all the angles—127m.—7-24-57—4358—WC—(B).

**BIG LAND, THE** (610)—W—Alan Ladd, Virginia Mayo, Edmond O'Brien—Ladd hits the trail again in colorful outdoor show—93m.—2-6-57—4287—WC.

**BRIGHT LEAF** (633)—D—Gary Cooper, Lauren Bacall, Jack Carson—Names will help reissue—110m.—5-15-57—4329.

**BURNING HILLS, THE** (601)—W—Tab Hunter, Natalie Wood, Skip Homeier—Good outdoor action meller—92m.—9-5-56—4200—WC—CS.

**CRY IN THE NIGHT, A** (602)—MD—Edmond O'Brien, Brian Donlevy, Natalie Wood—Average meller for the duallers—75m.—9-5-56—4220.

**COUNTERFEIT PLAN, THE** (612)—MD—Zachary Scott, Peggie Castle—Slow moving English meller for the lower half—79m.—4-3-57—4309—England.

**CURSE OF FRANKENSTEIN, THE** (620)—MD—Peter Cushing, Christopher Lee, Hazel Court—Gruesome horror item—83m.—6-26-57—4345—Color—English.

**D.I., THE** (617)—D—Jack Webb, Don Dubbins, Jackie Loughery—Forceful and timely story of U. S. Marine recruiting—106m.—6-12-57—4338.

**DEEP ADVENTURE** (4912)—NOV—Ross Allen, Dottie Lee Phillips—Colorful addition to any program—46m.—4353—WC—(B).

**EAST OF EDEN** (414)—D—James Dean, Julie Harris, Raymond Massey—Dean name will help this high rating drama—115m.—4-3-57—4309—WC—CS—RE.

**FACE IN THE CROWD, A** (616)—D—Andy Griffith, Patricia Neal, Anthony Franciosa—Impressive, compelling drama for adults—125m.—6-12-57—4339.

**GIANT** (606)—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—10-17-56—4239—WC.

**GIRL HE LEFT BEHIND, THE** (605)—C—Tab Hunter, Natalie Wood—Highly amusing entry—103m.—11-14-56—4252—(B).

**JIM THORPE—ALL-AMERICAN** (631)—D—Burt Lancaster, Charles Bickford, Steve Cochran—Names should land reissue in the better money—107m.—5-15-57—4329.

**PARIS DOES STRANGE THINGS** (611)—C—Ingrid Bergman, Mel Ferrer, Jean Marais—Bergman name will barely carry this import—86m.—3-6-57—4299—TC—France—(B).

**PRINCE AND THE SHOWGIRL, THE** (618)—C—Marilyn Monroe, Laurence Olivier—117m.—5-29-57—4335—TC—(B).

**REBEL WITHOUT A CAUSE** (504)—D—James Dean, Natalie Wood—Dean name should still keep this in the better money—111m.—4-3-57—4309—WC—CS.

**RISING OF THE MOON, THE**—D—Cyril Cusack, Noel Purcell, Jack MacGowaran—Charming film of Ireland and its people—81m.—4353—Filmed in Ireland.

**SHOOT-OUT AT MEDICINE BEND** (615)—W—Randolph Scott, James Craig, Angie Dickinson Okay Randolph Scott programmer—87m.—4-17-57—4315.

**SPIRIT OF ST. LOUIS, THE** (614)—D—James Stewart, Patricia Smith, Murray Hamilton—High rating dramatic entertainment—138m.—3-6-57—WC—CS.

**STRANGERS ON A TRAIN** (635)—MD—Farley Granger, Ruth Roman, Robert Walker—Reissue of top flight Hitchcock meller—101m.—5-15-57—4329.

**TOP SECRET AFFAIR** (609)—C—Susan Hawyard, Kirk Douglas, Paul Stewart—Highly amusing comedy—100m.—1-23-57—4280—(B).

**TOWARD THE UNKNOWN** (604)—D—William Holden, Lloyd Nolan, Virginia Leith—Well-made timely offering should register strongly at boxoffice—115m.—10-3-56—4234—WC.

**UNTAMED YOUTH** (613)—MD—Mamie Van Doren, Lori Nelson, John Russell—Highly exploitable rock 'n' roll meller should have youth appeal—80m.—4-3-57—4309—(B).

**WEST POINT STORY, THE** (634)—C—James Cagney, Virginia Mayo, Doris Day—Reissue should prove pleasing entertainment—107m.—5-15-57—4329.

**WINNING TEAM, THE** (632)—D—Doris Day, Ronald Reagan, Frank Lovejoy—Name values should help reissue of baseball show—98m.—5-15-57—4329.

**WRONG MAN, THE** (608)—D—Henry Fonda, Vera Miles—Highly interesting drama—105m.—1-9-57—4275.

**X, THE UNKNOWN** (619)—MD—Dean Jagger, Edward Chapman—Okay science fiction entry for lower half—80m.—6-26-57—4345—English.

**YOUNG MAN WITH A HORN** (636)—D—Kirk Douglas, Lauren Bacall, Doris Day—Reissue has plenty of angles—112m.—5-15-57—4329.

### TO BE REVIEWED

**BLACK PATCH**—George Montgomery, Diane Brewster.
**BLACK SCORPION**—Richard Denning, Mara Corday.
**BLONDE AND DANGEROUS**—Susan Oliver, Linda Reynolds, Carla Merey.
**CHASE A CROOKED SHADOW**—Richard Todd, Anne Baxter, Herbert Lom—English.
**DARBY'S RANGERS**—Etchika Choureau, James Garner, Jack Warden—WC.
**DEEP SIX, THE**—Alan Ladd, Dianne Foster, William Bendix.
**FIFTEEN BULLETS FROM FORT DOBB**—Clint Walker, Virginia Mayo.
**GREEN EYES**—Susan Oliver, Linda Reynolds, Carla Merey.
**HELEN MORGAN STORY, THE**—Ann Blyth, Paul Newman, Richard Carlson—CS.
**LEFT HANDED GUN, THE**—Paul Newman, Lita Milan.
**NO SLEEP TILL DAWN**—Karl Malden, Natalie Wood—WC—CS.
**NO TIME FOR SERGEANTS**—Andy Griffith, Myron McCormick, Nick Adams.
**OLD MAN AND THE SEA, THE**—Spencer Tracy—WC—CS.
**PAJAMA GAME, THE**—Doris Day, John Raitt, Carol Haney—WC—(B).
**SAYONARA**—Marlon Brando, Red Buttons, Patricia Owens—TE.
**STORY OF MANKIND, THE**—Ronald Colman, Hedy LaMarr, Charles Coburn.
**WITH YOU IN MY ARMS**—Tab Hunter, Etchrika Choureau, J. Carroll Naish.

## English Films

(Distributors' addresses will be furnished on request)

**WEE GEORDIE**—C—Bill Travers, Alastair Sim, Norah Gorsen—Highly amusing entry—93m.—1-23-57—4280—Times.

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ANGELS OF DARKNESS**—D—Linda Darnell, Anthony Quinn, Valentina Cortesa—Exploitation item—84m.—1-23-57—4281—Italy—Dubbed in English—Exelsior.

**BULLFIGHT**—COMP—Exciting documentary for art and specialty spots—75m.—8-8-56—4200—Janus.

**DOCTORS, THE**—D—Raymond Pellegrin—Good entry for art spots—92m.—10-31-56—4244—France—Titles—Union-Kingsley Int.—(B).

**DON GIOVANNI**—MU—Filmed grand opera for art spots—153m.—2-20-57—4293—EC—Austria—Festival.

**FRENCH CAN CAN**—MU—Jean Gabin—Interesting Import—93m.—10-31-56—4244—TC—France—Titles—UMPO.

**INSIDE A GIRLS' DORMITORY**—C—Jean Marais, Francoise Arnoul—Amusing French whodone-it—100m.—11-14-56—4252—France—Titles—Ellis.

**LA SORCIERE**—D—Marina Vlady—Okay art house entry—97m.—1-23-57—4281—France—Titles—Ellis.

**LOST CONTINENT, THE**—DOC—Directed and produced by Leonardo Bonzi—Interesting documentary—69m.—4-3-57—4310—Color—CS—Italy—Lopert.

**MARCELINO**—D—Pablito Calvo—Interesting, charming import—90m.—10-31-56—4245—Spain—Titles—UMPO.

**NANA**—D—Martine Carol, Charles Boyer—Lavish French drama is tasteless stuff—122m.—4355—EC—France—Titles—Times—(C).

**OBERSTEIGHER DER (THE FOREMAN)**—C—Cute entry for foreign language and art spots—98m.—12-26-56—4271—Austria—Titles—Casino.

**PANTALOONS**—C—Fernandel—Amusing import with Fernandel—93m.—2-20-57—4293—TC—France—Titles—UMPO—(B).

**PHANTOM HORSE, THE**—Well-made import—90m.—9-5-56—4220—EC—Japan—Titles—Harrison.

**PROUD AND THE BEAUTIFUL, THE**—D—Michele Morgan, Gerard Phillipe—Off-beat import of the realistic school is strictly for art spots—93m.—8-8-56—4200—France—Titles—Kingsley Int.—(B).

**RIFIFI**—MD—Jean Servais—High rating imoprt could go into some conventional spots as well as art houses—116m.—8-8-56—4200—France—Titles—UMPO—(B).

**ROYAL AFFAIRS IN VERSAILLES**—D—Sacha Guitry, Claudette Colbert—Lengthy tale of French nobility for art spots—152m.—5-1-57—4320—EC—France—Titles—Times—(B).

**STELLA**—D—Fair Greek offering for are and specialty spots—93m.—6-12-57—4339—(Greek-made; English titles)—(Burstyn).

**TEL AVIV TAXI**—C—Israeli cast—Fair comdey—70m.—2-20-57—4293—Israel—English dialogue—Principal.

**TEMPEST IN THE FLESH**—D—Francoise Arnoul, Raymond Pellegrin—Highly effective adult import for the art spots—92m.—2-20-57—4294—France—Titles—Pacemaker.

**TWO LOVES HAD I**—MU—Gabriele Ferzatti, Marta Toren, Nadia Gray—Good entry for art spots—98m.—12-26-56—4271—Italy—English dialogue—TC—Jacon.

**VITELLONI**—D—Franco Fabrizi, Leonora Ruffo—Interesting import—103m.—12-12-56—4263 Italy—Titles—API—(B).

**WHITE SHEIK, THE**—C—Alberto Sordi, Brunella Bovo—Highly amusing import—86m.—4-3-57—4310—Italy—Titles—Janus—(B).

## Miscellaneous

(Distributors' addresses will be furnished on request)

ALBERT SCHWEITZER—BIOD—Produced and directed by Jerome Hill—Attractive biographical drama for art sports—80m.—3-20-57—4303—EC—(deRochemont).

BAGDAD AFTER MIDNIGHT—BUR—For exploitation, burlesque spots—60m.—10-31-56—4245—(Sonney).

BIG FUN CARNIVAL, THE—NOV—Marian Stafford, Jared Reed, the Bunin Puppets—Novelty should please youngsters at special showings—90m.—1-23-57—4281—(APA).

CURFEW BREAKERS—MD—Paul Kelly, Cathy Downs, Regis Toomey—Mild, inept expose of drug traffic among high school teenagers—70m.—4-3-57—4310—(Screen Guild).

DANCE HALL RACKET—MD—Produced by George Weiss; directed by Phil Tucker—For the lower half of indiscriminating expolitations spots—62m.—10-3-46—4235—(Weiss).

DAUGHTER OF HORROR (Dementia)—MD—Adrienne Barret—Exploitation entry is only suited for particular situations—60m.—2-20-57—4294—(E.P.I.).

FLAMING TEEN-AGE, THE—MD—Noel Reyburn, Ethel Barrett—Amateurish "fast buck" attempt—55m.—5-15-57—4329—(Truman Ent.).

FLESH MERCHANT, THE—MD—Fast buck stuff for exploitation spots—59m.—9-19-56—4227—(Sonney).

FRONTIER WOMAN—W—Cindy Carson, Lance Fuuller, Ann Kelly—Indian thriller okay for duallers—80m.—1-9-57—4275—EC—Vistarama—(Top).

IS YOUR HONEYMOON REALLY NECESSARY—C—Diana Dors—Pleasing bedroom farce—70m.—10-31-56—4244—English—(Brenner).

KENTUCKY RIFLE—W—Chill Wills, Lance Fuller, Cathy Downs—Average western has angles—82m.—8-8-56—4201—Pathe Color—(Howco).

LOVE ME MADLY—C—Marilyn Waltz, Lynn Craig—"Fast buck" compilation—60m.—12-26-56—4271—Part Color—(McCarthy).

NAKED EYE, THE—DOC—Written, directed and produced by Louis Clyde Stoumen—Entry on photography for the art and specialty spots—71m.—5-1-57—4320—Part Color—(Film Rep.).

NOAH'S ARK—D—Dolores Costello, George O'Brien, Noah Beery—Museum piece has exploitation possibilities—72m.—7-24-57—4359—(Associated Artists-Dominent)—RE.

OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—10-19-56—4051—EC—Todd-AO—(B)—(Magna).

OEDIPUS REX—D—Players of the Stratford, Ontario, Shakespearean Festival—Strictly for the specialty spots and situations catering to the school trade, drama troups, etc.—88m.—1-23-57—4281—EC—(MPD).

ON THE BOWERY—DOC—Produced by Lionel Rogosin—Off-beat and interesting documentary for specialty spots—65m.—4-17-57—4315—(Rogosin).

ROCK BABY, ROCK IT—MU—Johnny Carroll, Don Coats, Kay Wheeler—Mediocre "beat" film—67m.—5-15-57—4329—(Freebar Dis't).

ROCKIN' THE BLUES—MU—Mantan Moreland, Flourney Miller, Hal Jackson—All Negro rock 'n' roll opus should click in some spots—66m.—4-3-57—4310—(Jewel).

SPELL OF THE HYPNOTIST—MD—Eric Fleming, Nancy Malone—Lower half programmer has exploitation angles—78m.—9-5-56—44221—(E.P.I.).

THEY WHO DARE—MD—Dirk Bogarde, Akim Tamiroff—Interesting war entry—101m.—1-25-57—4092—TC—(Famous).

THRILLARAMA—NOV—Albert Reynolds' wide screen novelty has technical problems, but can be played at many situations as a change of pace—90m.—3-6-57—4299—EC—(Thrillarama).

UNTAMED MISTRESS—NOV—Lower half exploitation subject—70m.—10-31-56—4245—Color—(Armond).

VIOLENT YEARS, THE—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—10-17-56—4239—(Phoenix).

WALK THE DARK STREET—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—10-31-56—4245—(Dominant).

WETBACKS—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—10-31-56—4246—Color—(Gibraltar).

WHITE SLAVERY—DOC—Photographed by Michael Steel—Has exploitation possibilities—56m.—7-24-57—4359—(Eden).

# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1955-56 shorts product will be found on pages 4321, and 4322 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR.—Ed.)

## Buena Vista

### TECHNICOLOR FEATURETTE

| | | | | |
|---|---|---|---|---|
| | (............) | Cow Dog | E | 22m. 4246 |
| | (............) | Wet Back Island | E | 18m. 4331 |

### PEOPLES AND PLACES
(CinemaScope; Technicolor)

| | | | | |
|---|---|---|---|---|
| | (............) | Disneyland | E | 42m. 4271 |

### WALT DISNEY CARTOONS

| | | | | |
|---|---|---|---|---|
| | (............) | A Cowboy Needs A Horse | E | 8m. 4247 |

### WALT DISNEY CLASSIC CARTOON REISSUES
(Technicolor)

| | | | | |
|---|---|---|---|---|
| 74101 | (Aug. 3) | The Hockey Champ | E | 7m. 4208 |
| 74102 | (Aug. 24) | Pluto At The Zoo | G | 8m. 4211 |
| 74103 | (Sept. 14) | Donald's Tire Trouble | E | 7m. 4247 |
| 74104 | (Oct. 5) | The Purloined Pup | G | 7m. 4247 |
| 74105 | (Oct. 26) | Bill Posters | G | 8m. 4252 |
| 74106 | (Nov. 16) | Pluto's Playmate | E | 8m. 4256 |
| 74107 | (Dec. 7) | Donald's Snow Fight | G | 7m. 4283 |
| 74108 | (Dec. 28) | Society Dog Show | E | 7m. 4283 |
| 74108 | (Jan. 18) | Donald's Gold Mine | G | 7m. 4283 |
| 74110 | (Feb. 8) | T-Bone For Two | G | 7m. 4283 |
| 74111 | (Mar. 1) | Dumbell Of The Yukon | G | 7m. 4294 |
| 74112 | (Mar. 22) | Bone Trouble | E | 9m. 4294 |
| 74113 | (............) | Window Cleaners | G | 8½m. 4295 |

## Columbia

### TWO REEL
### COMEDIES
### ALL-STAR

| | | | | |
|---|---|---|---|---|
| 1475 | (Nov. 22) | Pardon My Nightshirt (Clyde) | F | 16m. 4283 |

### ASSORTED FAVORITE REPRINTS (6)

| | | | | |
|---|---|---|---|---|
| 1421 | (Sept. 20) | Clunked In The Clink (Vague) | F | 16m. 4246 |
| 1422 | (Oct. 18) | When The Wife's Away (Hugh Herbert) | F | 17m. 4246 |
| 1423 | (Dec. 12) | She Took A Powder (Vague) | G | 16m. 4294 |
| 1424 | (Jan. 3) | Nervous Shakedown (Herbert) | F | 15½m. 4294 |
| 1425 | (Feb. 7) | A Miss In A Mess (Vague) | F | 15½m. 4303 |
| 1426 | (Apr. 4) | Hot Heir (Hugh Herbert) | F | 18m. 4335 |

### COMEDY FAVORITES RE-RELEASES

| | | | | |
|---|---|---|---|---|
| 1431 | (Oct. 11) | Scooper Dooper (Sterling Holloway) | F | 18m. 4246 |
| 1432 | (Nov. 15) | Jiggers My Wife (Shemp Howard) | F | 18m. 4294 |
| 1433 | (Dec. 20) | The Sheepish Wolf (VonZell) | F | 17½m. 4294 |
| 1434 | (Jan. 24) | Where The Pest Begins (Shemp Howard) | B | 17m. 4294 |
| 1435 | (Mar. 7) | Stage Frights (Collins and Kennedy) | F | 19m. 4335 |
| 1436 | (June 6) | Mr. Wright Goes Wrong (Sterling Holloway) | | |

### CINEMASCOPE MUSICAL TRAVELARKS
(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1441 | (Feb. 14) | Wonders of New Orleans | G | 19m. 4275 |
| 1442 | (Apr. 18) | Wonders of Washington | E | 20m. 4310 |
| 1443 | (June 27) | Arrivederci Roma | | |

### SERIALS

| | | | | |
|---|---|---|---|---|
| 1120 | (Nov. ) | Hop Harrigan (Reissue) | G | 15ep. 4272 |
| 1140 | (Mar. ) | Congo Bill (Reissue) | G | 15ep. 4311 |
| 1160 | (June 13) | The Green Goddess (Reissue) | F | 15ep. 4347 |

### THE THREE STOOGES (8)

| | | | | |
|---|---|---|---|---|
| 1401 | (Sept. 6) | Hot Stuff | F | 16m. 4246 |
| 1402 | (Oct. 4) | Scheming Schemers | F | 16m. 4259 |
| 1403 | (Nov. 8) | Commotion On The Ocean | F | 16m. 4275 |
| 1404 | (Jan. 17) | Hoofs and Goofs | B | 15½m. 4281 |
| 1405 | (Feb. 28) | Muscle Up A Little Closer | F | 17m. 4294 |
| 1406 | (Mar. 28) | A Merry Mix-Up | F | 16m. 4310 |
| 1407 | (Apr. 18) | Space Ship Sappy | G | 16m. 4345 |
| 1408 | (June 13) | Guns A Poppin' | | |

### One Reel
### CANDID MICROPHONES
(Reissue)

| | | | | |
|---|---|---|---|---|
| 1551 | (Sept. 20) | Series 3, No. 3 | G | 10½m. 4256 |
| 1552 | (Dec. 6) | Series 3, No. 4 | F | 11m. 4295 |
| 1553 | (Jan. 3) | Series 3, No. 5 | G | 10m. 4295 |
| 1554 | (Mar. 7) | Series 3, No. 6 | F | 10m. 4339 |

### CAVALCADE OF BROADWAY
(Reissue)

| | | | | |
|---|---|---|---|---|
| 1951 | (Sept. 6) | Cafe Society | G | 11m. 4256 |
| 1952 | (Nov. 8) | Blue Angel | G | 10½m. 4295 |
| 1953 | (Dec. 21) | Village Born | G | 9m. 4295 |
| 1954 | (Feb. 21) | Leon And Eddie's | G | 11m. 4315 |
| 1955 | (Apr. 11) | The Versailles | G | 10m. 4335 |
| 1956 | (June 13) | The China Doll | | |

### COLOR FAVORITES CARTOONS
(Technicolor)
(Reissue)

| | | | | |
|---|---|---|---|---|
| 1601 | (Sept. 6) | Leave Us Chase It | F | 6½m. 4247 |
| 1602 | (Oct. 4) | Topsy Turkey | F | 6½m. 4247 |
| 1603 | (Nov. 1) | Silent Tweetment | F | 6½m. 4295 |
| 1604 | (Nov. 15) | Coo-Coo Bird Dog | F | 6m. 4294 |
| 1605 | (Dec. 13) | Concerto In B-Flat Minor | G | 7m. 4294 |
| 1606 | (Jan. 17) | Robin Hoodlum | G | 7m. 4295 |
| 1607 | (Feb. 7) | Fowl Brawl | F | 7m. 4303 |
| 1608 | (Feb. 21) | Magic Fluke | G | 7m. 4311 |
| 1609 | (Mar. 14) | Cat-Tastrophy | F | 6m. 4331 |
| 1610 | (Apr. 4) | Punchy DeLeon | G | 6½m. 4331 |
| 1611 | (Apr. 18) | Wacky Quacky | F | 6m. 4335 |
| 1612 | (June 6) | Grape Nutty | | |
| 1613 | (June 20) | Swing Monkey Swing | | |
| 1614 | (July 4) | Two Lazy Crows | | |
| 1615 | (July 18) | Indian Serenade | | |

### CINEMASCOPE MAGOOS
(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1751 | (Sept. 13) | Trail Blazer Magoo | E | 6m. 4246 |
| 1752 | (Oct. 18) | Magoo's Problem Child | G | 6½m. 4246 |
| 1753 | (Dec. 27) | Meet Mother Magoo | E | 6m. 4283 |
| 1754 | (Feb. 21) | Magoo Goes Overboard | G | 6m. 4294 |
| 1755 | (Apr. 25) | Matador Magoo | E | 6m. 4339 |
| 1756 | (June 27) | Mr. Magoo Breaks Par | G | 6m. |
| 1757 | (July 25) | Magoo's Glorious Fourth | | |
| 1758 | (Aug. 15) | Magoo's Masquerade | | |

### SCREEN SNAPSHOTS

| | | | | |
|---|---|---|---|---|
| 1851 | (Dec. 15) | Hollywood Stars At A Party (Color) | F | 9½m. 4283 |
| 1852 | (Feb. 28) | Hollywood Star Night (Tech.) | G | 10m. 4315 |
| 1853 | (Mar. 28) | WAIF International Ball (Color) | G | 9m. 4347 |
| 1854 | (Apr. 25) | Walter Winchell Party (Color) | E | 9m. 4347 |
| 1855 | (May 30) | Meet The Photoplay Winners | F | 10m. |
| 1856 | (June 27) | The Mocambo Party | F | 10m. |

### WORLD OF SPORTS

| | | | | |
|---|---|---|---|---|
| 1801 | (Oct. 25) | Asphalt Playground | G | 10m. 4276 |
| 1802 | (Nov. 29) | Midget Musclemen | G | 9m. 4283 |
| 1803 | (Dec. 27) | Tee Topnotchers | F | 10m. 4295 |
| 1804 | (Jan. 31) | Sharpshootin' Sportsmen | F | 9m. 4295 |
| 1805 | (Feb. 28) | Flying Horses | F | 9m. 4315 |
| 1806 | (Apr. 25) | Winged Fury | E | 9m. 4339 |
| 1807 | (May 30) | Panama Playland | | |
| 1808 | (June 27) | Anglin' Around | G | 10m. |
| 1809 | (July 25) | Wrasslin' up a Storm | | |

## MGM

### THREE REEL
### CINEMASCOPE SPECIAL
(Eastman Color)

| | | | | |
|---|---|---|---|---|
| A-801 | (Oct. 5) | The Battle Of Gettysburg | E | 30m. 4252 |

### One Reel
### CINEMASCOPE CARTOONS
(Technicolor)

| | | | | |
|---|---|---|---|---|
| C-831 | (Sept. 7) | Muscle Beach Tom | G | 7m. 4203 |
| C-832 | (Sept. 21) | Millionaire Droopy | E | 7m. 4208 |
| C-833 | (Oct. 12) | Downbeat Bear | G | 7m. 4208 |
| C-834 | (Nov. 16) | Blue Cat Blues | G | 7m. 4299 |
| C-835 | (Dec. 14) | Barbecue Brawl | G | 7m. 4311 |
| C-836 | (Jan. 25) | Cat's Meow | F | 7m.4311 |
| C-837 | (Feb. 22) | Tops With Pops | F | 7m. 4315 |
| C-838 | (Mar. 29) | Give And Tyke | G | 7m. 4315 |
| C-839 | (Apr. 19) | Timid Tabby | G | 7m. 4347 |
| C-840 | (May 17) | Grin And Share It | G | 7m. 4347 |
| C-841 | (June 17) | Feedin' The Kiddie | G | 8m. 4347 |
| C-842 | (July 26) | Scat Cats | G | 7m. 4347 |

### GOLD MEDAL REPRINT CARTOONS
(Technicolor)

| | | | | |
|---|---|---|---|---|
| W-861 | (Sept. 28) | Polka Dot Puss (T-J) | F | 8m. 4236 |
| W-862 | (Oct. 5) | The Bear And The Bean (B-B) | G | 7m. 4235 |
| W-863 | (Oct. 26) | Heavenly Puss (T-J) | F | 8m. 4235 |
| W-864 | (Nov. 9) | Bad Luck Blackie (T-A) | G | 7m. 4260 |
| W-865 | (Nov. 30) | Cueball Cat (T-J) | G | 7m. 4260 |
| W-866 | (Dec. 7) | Senor Droopy (D) | G | 8m. 4260 |
| W-867 | (Dec. 28) | Little Rural Riding Hood (T-A) | G | 6m. 4260 |
| W-868 | (Jan. 4) | The Cat And The Mermouse (T-J) | G | 7½m. 4311 |
| W-869 | (Jan. 18) | The Cuckoo Clock (T-A) | G | 7m. 4311 |
| W-870 | (Feb. 1) | Tennis Chumps (T-J) | E | 7m. 4311 |
| W-871 | (Feb. 15) | The Bear And The Hare (B-B) | F | 7m. 4311 |
| W-872 | (Mar. 8) | Saturday Evening Puss (T-J) | G | 7m. 4311 |
| W-873 | (Mar. 22) | Garden Gophers (T-A) | F | 7m. 4311 |
| W-874 | (Apr. 5) | Little Quacker | G | 7m. 4359 |
| W-875 | (Apr. 26) | The Chump Champ | F | 7m. 4359 |
| W-876 | (May 3) | Safety Second | G | 7m. |
| W-877 | (May 24) | The Peachy Cobbler | G | 7m. |
| W-878 | (June 21) | The Framed Cat | G | 7m. |

## Paramount

### CARTOON CHAMPION REISSUES
(Technicolor)

| | | | | |
|---|---|---|---|---|
| S16-1 | (Sept. 21) | Mice Meeting You | G | 7m. 4235 |
| S16-2 | (Sept. 21) | Sock-A-Bye Kitty | G | 7m. 4236 |
| S16-3 | (Sept. 21) | Casper's Spree Under The Sea | E | 8m. 4235 |
| S16-4 | (Sept. 21) | One Quack Mind | F | 7m. 4235 |
| S16-5 | (Sept. 21) | Mice Paradise | G | 7m. 4235 |
| S16-6 | (Sept. 21) | Once Upon A Rhyme | G | 8m. 4235 |
| S16-7 | (Sept. 28) | Hold The Lion Please | G | 7m. 4235 |
| S16-8 | (Sept. 28) | Land Of Lost Watches | G | 9m. 4235 |
| S16-9 | (Sept. 28) | To Boo Or Not To Boo | G | 7m. 4236 |
| S16-10 | (Sept. 28) | As The Crow Lies | F | 6m. 4235 |
| S16-11 | (Sept. 28) | Slip Us Some Redskin | G | 7m. 4236 |
| S16-12 | (Sept. 28) | Boo Scout | G | 8m. 4235 |

### CASPER CARTOONS
(Technicolor)

| | | | | |
|---|---|---|---|---|
| B16-1 | (Nov. 2) | Fright From Wrong | G | 6m. 4256 |
| B16-2 | (Jan. 4) | Spooking About Africa | F | 6m. 4295 |
| B16-3 | (Mar. 1) | Hooky Spooky | F | 6m. 4355 |
| B16-4 | (May 24) | Peekaboo | F | 6m. 4359 |
| B16-5 | (July 19) | Ghost of Honor | | |

### HERMAN AND CATNIP CARTOONS
(Technicolor)

| | | | | |
|---|---|---|---|---|
| H16-1 | (Dec. 7) | Hide And Peak | F | 6m. 4295 |
| H16-2 | (Feb. 22) | Cat In The Act | F | 6m. 4355 |
| H16-3 | (June 14) | Sky Scrappers | | |

### NOVELTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| P16-1 | (Oct. 19) | Sir Irving And Jeames | G | 7m. 4256 |
| P16-2 | (Dec. 21) | Lion In The Roar | F | 6m. 4295 |
| P16-3 | (Jan. 25) | Pest Pupil | F | 6m. 4295 |
| P16-4 | (Mar. 29) | Fishing Tackler | F | 6m. 4355 |
| P16-5 | (June 7) | Mr. Money Gags | G | 7m. 4355 |
| P16-6 | (July 5) | L'Amour The Merrier | | |

### POPEYE CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| E16-1 | (Oct. 12) | Parlez Vous Woo | G | 6m. 4256 |
| E16-2 | (Nov. 16) | I Don't Scare | F | 6m. 4295 |
| E16-3 | (Dec. 14) | A Haul In One | G | 6m. 4295 |
| E16-4 | (Feb. 8) | Nearlyweds | F | 7m. 4355 |
| E16-5 | (Apr. 5) | The Crystal Brawl | F | 6m. 4359 |
| E16-6 | (May 10) | Patriotic Popeye | F | 8m. |
| E16-7 | (June 21) | Spree Lunch | | |

### SPEAKING OF ANIMALS CHAMPIONS

(Reissue)

| | | | | |
|---|---|---|---|---|
| A15-1 | (Sept. 30) | Tain't So | F | 10m. 4044 |
| A15-2 | (Sept. 30) | Monkey Shines | G | 9m. 4044 |
| A15-3 | (Sept. 30) | Be Kind To Animals | E | 8m. 4043 |
| A15-4 | (Sept. 30) | From A To Zoo | E | 9m. 4043 |

### TOPPERS

| | | | | |
|---|---|---|---|---|
| M15-1 | (Oct. 7) | Three Kisses | E | 10m. 4084 |
| M15-2 | (Nov. 11) | Reunion In Paris | G | 10m. 4096 |
| M15-3 | (Jan. 27) | Animals A La Carte | F | 10m. 4105 |
| M15-4 | (Mar. 9) | There's Gold In Them Thrills | F | 10m. 4126 |
| M15-5 | (May 4) | Ups And Downs | G | 9m. 4179 |
| M15-6 | (Aug. 24) | Herman Hickman's Football Review | G | 10m. 4256 |

### VISTAVISION SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| V15-1 | (............) | Bing Presents Oreste | E | 10m. 4126 |
| V15-2 | (June 29) | VistaVision Visits Panama | G | 10m. 4187 |
| V15-3 | (Aug. 3) | VistaVision Visits Gibraltar | G | 10m. 4240 |
| V15-4 | (Oct. 5) | VistaVision Visits Austria | E | 17m. 4252 |

## Republic

### SERIALS

| | | | | |
|---|---|---|---|---|
| 5682 | (Oct. 15) | Federal Operator 99 (Reissue) | G | 12ep. 4246 |
| 5683 | (Jan. 14) | Dangers Of The Canadian Mounted (Reissue) | G | 12ep. 4299 |
| | (............) | The Purple Monster Strikes (Reissue) | G | 15ep. 4323 |

## 20th Century-Fox

### ONE REEL CINEMASCOPE

(Color)

| | | | | |
|---|---|---|---|---|
| 7701 | (Jan. ) | Port Of Sports | G | 9m. 4331 |
| 7702 | (Feb. ) | Divided By The Sea | E | 7m. 4331 |
| 7703 | (Mar. ) | Future Baseball Champs (Black and White) | G | 10m. 4331 |
| 7704 | (Apr. ) | Bluefin Fury | E | 8m. 4331 |
| 7705 | (May ) | Orient Express To Hong Kong | G | 9m. 4331 |
| 7706 | (June ) | Guardians Of The North | | |
| 7707 | (July ) | Tempo Of Tomorrow | | |
| 7708 | (Aug. ) | Swamp Boat Sports | | |
| 7709 | (Sept. ) | Midway Medley | | |
| 7710 | (Oct. ) | Journey Thru Ceylon | | |

### TWO REEL CINEMASCOPE COLOR SPECIALS

| | | | | |
|---|---|---|---|---|
| 7608 | (Apr. ) | Land Of The Bible (DeLuxe Color) | E | 18m. 4114 |
| 7609 | (June ) | Dark Wave (Technicolor) One Reel | E | 23m. 4177 |

### CINEMASCOPE TERRYTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5701 | (Jan. ) | John Doormat In Topsy TV | F | 7m. 4315 |
| 5702 | (Feb. ) | Spoofy In Gag Buster | F | 7m. 4355 |
| 5703 | (Mar. ) | Beefy In A Bum Steer | F | 7m. 4355 |
| 5704 | (Apr. ) | Sniffer In The Bone Ranger | | |
| 5705 | (May ) | Gaston Is Here | | |
| 5706 | (June ) | Shove Thy Neighbor | | |
| 5707 | (July ) | Clint Clobber's Cat | | |
| 5708 | (Aug. ) | Flebus | G | 7m. 4331 |

### TERRYTOON TOPPERS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5731 | (Jan. ) | Heckle And Jeckle In Pirate's Gold | G | 7m. 4355 |
| 5732 | (Feb. ) | A Hare-Breadth Finish | G | 7m. 4339 |
| 5733 | (Mar. ) | African Jungle Hunt | F | 7m. 4347 |
| 5734 | (Apr. ) | Dimwit In Daddy's Little Darling | | |
| 5735 | (May ) | Love Is Blind | | |
| 5736 | (June ) | Beauty On The Beach | | |
| 5737 | (July ) | All This And Rabbit Stew | | |
| 5738 | (Aug. ) | Beaver Trouble | | |
| 5739 | (Sept. ) | Mighty Mouse In Goons From The Moon | | |
| 5740 | (Oct. ) | Nutsy In Squirrel Crazy | | |

### MOVIETONE MELODY

| | | | | |
|---|---|---|---|---|
| 7201 | (Nov. ) | Lawrence Welk and His Champagne Music (Reissue) | F | 9m. 4295 |

## Universal-International

### Two Reel SPECIAL

| | | | | |
|---|---|---|---|---|
| 3601 | (Mar. 4) | Song of The Grape (Color) | G | 20m. 4323 |
| 3602 | (July 8) | So Proudly We Hail (CS) | | |

### MUSICAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 3651 | (Nov. 25) | Riddles In Rhythm | G | 15m. 4283 |
| 3652 | (Dec. 17) | Skylarkin' Time | F | 15m. 4283 |
| 3653 | (Feb. 11) | Rhythms With Regis | F | 14m. 4315 |
| 3654 | (Feb. 25) | Golden Ladder | G | 15m. 4323 |
| 3655 | (Mar. 11) | Swingin' And Singin' | G | 15m. 4331 |
| 3656 | (Apr. 8) | Riot In Rhythm | | |
| 3657 | (May 6) | Dance Demons | | |
| 3658 | (June 3) | Record Hop | | |
| 3659 | (July 1) | Salute To Song | | |
| 3660 | (July 29) | Taps And Tunes | | |

### COLOR PARADES

| | | | | |
|---|---|---|---|---|
| 3671 | (Dec. 24) | Holiday In The Hills | G | 9m. 4283 |
| 3672 | (Jan. 21) | Valley of Two Faces (CS) | G | 10m. 4283 |
| 3673 | (Feb. 11) | Frozen Frontier | G | 9m. 4323 |
| 3674 | (Mar. 25) | Junior Jamboree | G | 9m. 4323 |
| 3675 | (May 20) | Crossroads Of The Ages | G | 9m. 4323 |
| 3676 | (July 1) | The Lion Dancers | | |
| 3677 | (Sept. 2) | Hurray All Boats | | |

### WALTER LANTZ CARTUNES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 3611 | (Dec. 17) | Woodpecker Meets Davy Crewcut | G | 6m. 4283 |
| 3612 | (Jan. 14) | Fowled Up Party | G | 6m. 4283 |
| 3613 | (Feb. 11) | Red Riding Hoodlum | G | 6m. 4283 |
| 3614 | (Mar. 11) | The Plumber Of Seville | F | 6m. 4283 |
| 3615 | (Apr. 8) | Box Car Bandit | G | 6m. 4283 |
| 3616 | (May 6) | Operation Cold Feet | G | 6m. 4283 |
| 3617 | (June 3) | Unbearable Salesman | | |
| 3618 | (July 1) | International Woodpecker | G | 6m. 4323 |
| 3619 | (July 29) | To Catch A Woodpecker | | |
| 3620 | (Aug. 26) | Goofy Gardner | | |
| 3621 | (Sept. 23) | Round Trip To Mars | | |

### VARIETY VIEWS

| | | | | |
|---|---|---|---|---|
| 3691 | (Feb. 4) | Milk Run | G | 9m. 4323 |
| 3692 | (Mar. 4) | Monkeys Are The Craziest | F | 9m. 4323 |
| 3693 | (Apr. 1) | Bear Cubs Go Rural | F | 9m. 4323 |
| 3694 | (May 6) | Brooklyn Goes To Detroit | F | 9m. 4323 |
| 3695 | (June 17) | Washington Zoo | | |
| 3696 | (July 15) | What Is A Safari | | |
| 3697 | (Aug. 26) | Hot Reel | | |

## Warners

### SPECIAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 4911 | (............) | Chasing The Sun | G | 36m. 4252 |

### Two Reel WARNERCOLOR SCORE GEMS

| | | | | |
|---|---|---|---|---|
| 4101 | (Oct. 6) | South Of The Himalayas | E | 18m. 4264 |
| 4102 | (Dec. 29) | The Legend Of El Dorado | E | 18m. 4310 |
| 4103 | (July 13) | Blue Danube | | |

### SPECIALS

(WarnerColor)

| | | | | |
|---|---|---|---|---|
| 4001 | (Sept. 8) | East Is East | G | 18m. 4246 |
| 4002 | (Dec. 2) | Howdy Partner | G | 18m. 4311 |
| 4003 | (Mar. 2) | Pearls Of The Pacific | | |

### BLUE RIBBON HIT PARADES

(Reissue)

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4301 | (Sept. 15) | Mouse Mazurka | F | 8m. 4247 |
| 4302 | (Oct. 20) | Paying The Piper | F | 7m. 4247 |
| 4303 | (Nov. 17) | Daffy Duck Hunt | F | 7m. 4264 |
| 4304 | (Dec. 1) | Henhouse Hennery | E | 7m. 4272 |
| 4305 | (Jan. 19) | Swallow The Leader | F | 7m. 4323 |
| 4306 | (Feb. 2) | For Scent-Imental Reasons | G | 7m. 4323 |
| 4307 | (Mar. 9) | Mouse Wreckers | G | 7m. 4323 |
| 4308 | (Apr. 6) | Dough For The Do-Do | F | 7m. 4323 |
| 4309 | (Apr. 27) | Fast And Furry-Ous | G | 7m. 4323 |
| 4310 | (May 18) | Bear Feat | E | 8m. 4359 |
| 4311 | (June 29) | Each Dawn I Crow | G | 7m. |
| 4312 | (July 27) | Bad Ol' Putty Tat | F | 7m. |

### BUGS BUNNY SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4723 | (Sept. 15) | A Star Is Bored | G | 7m. 4247 |
| 4724 | (Oct. 27) | Wideo Rabbit | G | 7m. 4256 |
| 4725 | (Dec. 15) | To Hare Is Human | F | 7m. 4311 |
| 4726 | (Feb. 9) | Ali Baba Bunny | E | 7m. 4311 |
| 4727 | (Apr. 13) | Bedeviled Rabbit | | |
| 4728 | (May 25) | Piker's Peak | | |
| 4729 | (July 6) | What's Opera Doc? | | |

### MERRIE MELODIES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4701 | (Sept. 1) | Slap Hoppy Mouse | G | 7m. 4227 |
| 4702 | (Sept. 20) | Deduce, You Say! | G | 7m. 4247 |
| 4703 | (Oct. 13) | Yankee Dood It | F | 7m. 4256 |
| 4704 | (Nov. 10) | There They Go-Go-Go | F | 7m. 4256 |
| 4705 | (Nov. 24) | Two Crows From Tacos | G | 7m. 4247 |
| 4706 | (Dec. 8) | The Honey Mousers | G | 7m. 4311 |
| 4707 | (Jan. 5) | The Three Little Bops | E | 7m. 4311 |
| 4708 | (Jan. 12) | Tweet Zoo | F | 7m. 4311 |
| 4709 | (Jan. 26) | Scrambled Aches | F | 7m. 4311 |
| 4710 | (Feb. 23) | Go Fly A Kite | G | 7m. 4311 |
| 4711 | (Mar. 16) | Tweety And The Beanstalk | E | 7m. 4311 |
| 4712 | (Apr. 20) | Boyhood Daze | | |
| 4713 | (May 4) | Cheese It, The Cat | | |
| 4714 | (May 11) | Fox Terror | | |
| 4715 | (June 8) | Steal Wool | | |
| 4716 | (June 22) | Boston Quackie | | |
| 4717 | (July 20) | Tobasco Road | | |

### WARNERCOLOR SPECIALS

| | | | | |
|---|---|---|---|---|
| 4401 | (Oct. 27) | Playtime Pals | G | 9m. 4247 |
| 4402 | (Mar. 30) | I'll Be Doggoned | | |
| 4403 | (June 1) | Black Forest | | |

### WARNERCOLOR SCOPE GEMS

| | | | | |
|---|---|---|---|---|
| 4501 | (Sept. 22) | Crossroads Of The World | E | 9m. 4276 |
| 4502 | (Nov. 3) | Magic In The Sun | E | 8m. 4283 |
| 4503 | (Feb. 16) | Under Carib Skies | F | 9m. 4323 |

## Miscellaneous

| | | |
|---|---|---|
| Bloodstock (BIS) (Color) | F | 15m. 4310 |
| Bespoke Overcoat, The (Arthur) | F | 33m. 4281 |
| Challenge In The Air (BIS) | F | 13½m. 4315 |
| Face Of Lincoln, The (Cavalcade) | G | 20m. 4331 |
| Hidden Talent (McCarthy) | F | 17m. 4272 |
| Impression Of London, An (BIS) (Technicolor) | E | 14m. 4311 |
| Majesty Of The Air (BIS) (Tech.) | G | 21m. 4311 |
| Red Balloon, The (Lopert) (Tech.) | E | 34m. 4310 |
| Suez Canal—(Technicolor)—(deRochemont) | E | 25m. 4221 |
| Trooping The Colour (BIS) (Tech.) | G | 10m. 4331 |
| True Story Of The Civil War, The (Film Representations). | E | 33m. 4331 |
| Undersea Conquest (Lexington) (Color) | G | 18m. 4347 |

current releases are available and in which future releases will be scheduled.
distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

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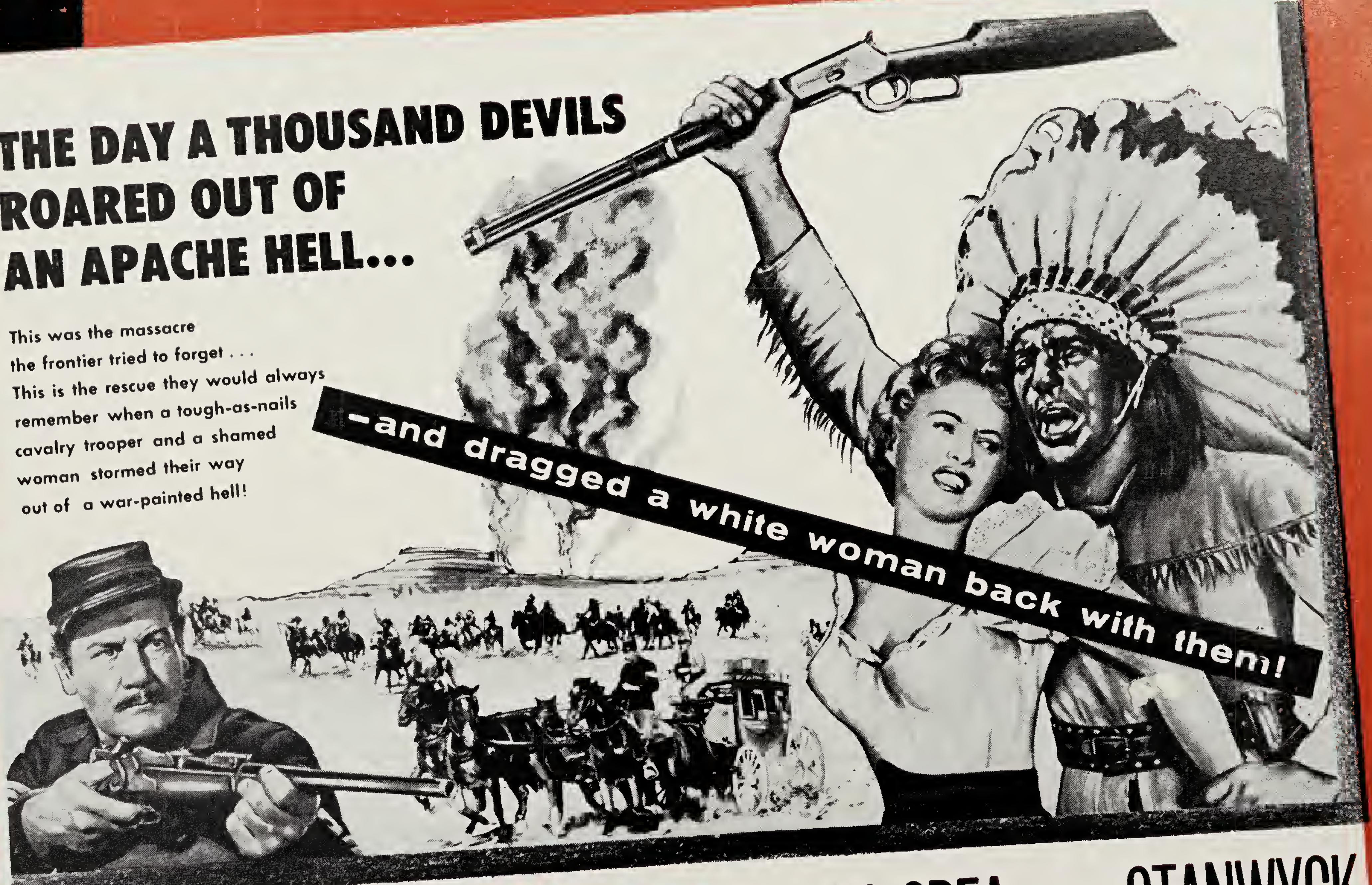
|---|---|---|---|---|---|---|---|---|---|---|---|
| **NOW IN GENERAL RELEASE** | **Hold That Hypnotist** Bowery Boys<br>**Footsteps In The Night** Bill Elliott<br>**The Badge Of Marshal Brennan** Jim Davis, Arleen Whelan<br>**Dragoon Wells Massacre** (CS-Color) Barry Sullivan, Mona Freeman, Dennis O'Keefe Katy Jurado<br>**The Persuader** James Craig, Kristine Miller<br>**Destination 60,000** Preston Foster, Jeff Donnell<br>**The Oklahoman** (CS-Color) Joel McCrea, Barbara Hale<br>**Storm Out Of The West** Dale Robertson, Lois Maxwell, Derek Bond | **Hellcats Of The Navy** Ronald Reagan, Nancy Davis<br>**Sierra Stranger** Robert Duff, Gloria McGhee<br>**The Garment Jungle** Lee J. Cobb, Kerwin Mathews, Gio Scala<br>**The Burglar** Dan Duryea, Jayne Mansfield<br>**Beyond Mombasa** (TC) Cornel Wilde, Donna Reed<br>**Calypso Heat Wave** Johnny Desmond, Merry Anders<br>**The Night The World Exploded** Kathryn Grant, William Leslie<br>**The Giant Claw** Jeff Morrow, Mara Corday<br>**The Heart Of Show Business** (Ralph Staub) | **Invitation To The Dance** (TC) Gene Kelly<br>**Lizzie** Eleanor Parker, Richard Boone, Joan Blondell<br>**Designing Woman** (CS-Color) Gregory Peck, Lauren Bacall<br>**The Vintage** (CS-MetroColor) (Made in France) Pier Angeli, Mel Ferrer<br>**Gaslight** (RE)<br>**The Postman Always Rings Twice** (RE)<br>**Tarzan And The Lost Safari** Gordon Scott, Betta St. John<br>**This Could Be The Night** (CS) Jean Simmons, Paul Douglas, Joan Blondell | **Hollywood Or Bust** (VV-TC) Dean Martin, Jerry Lewis<br>**The Rainmaker** (VV-TC) Burt Lancaster, Katharine Hepburn<br>**Fear Strikes Out** (VV) Anthony Perkins, Norma Moore<br>**Funny Face** (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)<br>**The Buster Keaton Story** (VV) Rhonda Fleming Donald O'Connor, Ann Blyth,<br>**Gunfight At The O.K. Corral** (VV-TC) Burt Lancaster, Kirk Douglas, Rhonda Fleming<br>**The Lonely Man** (VV) Jack Palance, Anthony Perkins, Elaine Aiken | **Value For Money** (TC-VV) John Gregson Diana Dors<br>**Triple Deception** (TC-VV) Michael Craig<br>**The Third Key** Jack Hawkins<br>D.C.A.<br>**Battle Hell** (English-made) Richard Todd<br>**Every Second Counts** (Subtitled) Barbara Laage<br>**The Miller's Beautiful Wife** (Subtitled) (TC) Vittorio De Sica Sophia Loren | **Duel At Apache Wells** (Naturama) Anna Maria Alberghetti, Ben Cooper, Jim Davis<br>**Affair In Reno** (Naturama) John Lund, Doris Singleton, John Archer<br>**Hell's Crossroads** (Naturama) Stephen MacNally, Peggie Castle, Barton MacLane<br>**Spoilers Of The Forest** (Naturama-Trucolor) Rod Cameron, Vera Ralston<br>**Man In The Road** Derek Farr, Ella Raines (English-made)<br>**The Weapon** Steve Cochran, Lizabeth Scott, Herbert Marshall | **Wayward Bus** (CS) Jayne Mansfield Dan Dailey<br>**Island In The Sun** (CS-DC) James Mason Joan Fontaine Dorothy Dandridge<br>**Lure Of The Swamp** Marshall Thompson Joan Vohs<br>**God Is My Partner** (Regalscope) Walter Brennan Marion Ross<br>**Bernardine** (DC-DS) Pat Boone, Terry Moore, Janet Gaynor<br>**A Hatful Of Rain** (CS) Eva Marie Saint, Don Murray, Lloyd Nolan<br>**The Abductors** (RegalScope) Victor McLaglen, Fay Spain | **Gun Duel In Durango** George Montgomery, Ann Robinson (Peerless)<br>**Saint Joan** Richard Widmark, Jean Seberg (Preminger)<br>**Sweet Smell Of Success** Burt Lancaster, Susan Harrison, Tony Curtis (Hecht-Hill-Lancaster)<br>**Trooper Hook** Joel McCrea, Barbara Stanwyck (Fielding)<br>**The Big Caper** Rory Calhoun, Mary Costa (Pine-Thomas)<br>**Bayou** Peter Graves, Lita Milan (Fessler-Ripps)<br>**The Monster That Challenged The World** Tim Holt, Audrey Dalton (Gardner-Levy) | **The Kettles On Old MacDonald's Farm** Marjorie Main, Parker Fennelly<br>**The Girl In The Kremlin** Lex Barker, Zsa Zsa Gabor<br>**The Deadly Mantis** Craig Stevens<br>**Man Afraid** (CS) George Nader, Phyllis Thaxter, Tim Hovey<br>**The Young Stranger** James MacArthur, Kim Hunter (RKO)<br>**Tammy And The Bachelor** (CS-TC) Debbie Reynolds Leslie Nielsen<br>**Joe Butterfly** (CS-TC) Audie Murphy George Nader Burgess Meredith<br>**The Midnight Story** (CS) Tony Curtis, Marisa Pavan, Gilbert Roland | **Untamed Youth** Mamie Van Doren, Lori Nelson, John Russell<br>**Shoot Out At Medicine Bend** Randolph Scott, James Craig, Angie Dickinson<br>**Jim Thorpe, All American** (RE) Burt Lancaster<br>**The Winning Team** (RE) Doris Day<br>**Bright Leaf** (RE) Gary Cooper<br>**The West Point Story** (RE) James Cagney<br>**Strangers On A Train** (RE) Farley Granger<br>**Young Man With A Horn** (RE) Kirk Douglas | **Cinderella** (RE) (TC) Buena Vista (Disney)<br>**Flesh and The Spur** (Eastman Color) John Algar, Marla English (American-Int.)<br>**Naked Paradise** (Pathe Color) Richard Denning, Beverly Garland (American-Int.)<br>**The Undead** Richard Garland, Pamela Duncan (American-Int.)<br>**Voodoo Woman** Marla English, Tom Conway, Touch Connors (American-Int.)<br>**If All The Guys In The World** (French-made) (BuenaVista)<br>**Johnny Tremain** (TC) (Disney) Hal Stalmaster, Luana Paten, Jeff York (BuenaVista) |
| **PROMISED FOR EARLY RELEASE** | **Let's Be Happy** (CS-TC) Tony Martin, Vera-Ellen<br>**Spook Chasers** Bowery Boys<br>**Hot Rod Rumble** Leigh Snowden, Wright King<br>**Aqua Dive Girl** Mara Corday, Pat Conway<br>**Love In The Afternoon** Gary Cooper Audrey Hepburn Maurice Chevalier<br>**Daughter Of Dr. Jekyll** John Agar Gloria Talbott<br>**Dino** Sal Mineo Susan Kohner Brian Keith<br>**The Disembodied** Paul Burke Allison Hayes | **Fire Down Below** (CS-TC) Rita Hayworth, Robert Mitchum, Jack Lemmon<br>**20 Million Miles To Earth** William Hopper, Joan Taylor<br>**The 27th Day** Gene Barry, Valerie French<br>**Jeanne Eagels** Kim Novak Jeff Chandler<br>**The Young Don't Cry** Sal Mineo James Whitmore<br>**No Time To Be Young** Robert Vaughn Dorothy Green<br>**Town On Trial** John Mills Barbara Bates<br>**Pickup Alley** (CS) Victor Mature Anita Eckberg | **The Little Hut** (Color) Ava Gardner, Stewart Granger, David Niven (Made in England)<br>**The Seventh Sin** (CS) Eleanor Parker, Bill Travers, George Sanders<br>**Something Of Value** Rock Hudson, Dana Wynter, Wendy Hiller<br>**The Bride Goes Wild** (RE)<br>**Our Vines Have Tender Grapes** (RE)<br>**Man On Fire** Bing Crosby Inger Stevens Mary Fickett<br>**Silk Stockings** (CS-MetroColor) Fred Astaire Cyd Charisse Janis Paige | **Omar Khayyam** (VV-TC) Cornel Wilde, Debra Paget<br>**For Whom The Bell Tolls** (RE) (TC) Gary Cooper, Ingrid Bergman<br>**Cecil B. DeMille's The Ten Commandments** (VV-TC) Made In Egypt (Special Engagements)<br>**The Delicate Delinquent** (VV) Jerry Lewis Darren McGavin<br>**Beau James** (VV-TC) Bob Hope Vera Miles Paul Douglas<br>**Loving You** Elvis Presley Lizabeth Scott Wendell Corey (VV-TC) | **The Black Tent** (TC-VV) Anthony Steel<br>**A Town Like Alice** Virginia McKenna<br>**The Gentle Touch** (T) George Baker<br>**As Long As They're Happy** (EC) Jack Buchanan Diana Dors<br>D.C.A.<br>**Rouge Et Noir** (TC) (Titles) Gerard Philipe Danielle Darrieux<br>**Sailor Beware** Peggy Mount Cyril Smith<br>**Mademoiselle Strip-Tease** (Subtitled) Brigitte Bardot | **Journey To Freedom** Jacques Scott Genevieve Aumont<br>**Time Is My Enemy** Dennis Price Renee Asherson<br>**The Lawless Eighties** (Naturama) Buster Crabbe Marilyn Saris<br>**Pawnee** (Trucolor) G. Montgomery, Lola Albright<br>**Last Stagecoach West** (Naturama) Jim Davis, Mary Castle<br>**Taming Sutton's Gal** (Naturama) John Lupton, Gloria Talbott<br>**Beginning Of The End** (AB-PT) Peter Graves, Peggie Castle<br>**The Unearthly** (AB-PT) John Carradine, Allison Hayes | **An Affair To Remember** (DC-CS) Cary Grant, Deborah Kerr, Richard Denning<br>**Apache Warrior** Keith Larsen Jim Davis<br>**Will Success Spoil Rock Hunter** (DC-CS) Jayne Mansfield, Tony Randall<br>**Seawife** (Color—CS) Richard Burton, Joan Collins<br>**Forty Guns** (CS) Barbara Stanwyck, Gene Barry, Barry Sullivan<br>**The Unknown Terror** (RS) Paul Richards, Mala Powers<br>**Back From The Dead** (RS) Arthur Franz, Peggie Castle, Marsha Hunt | **The Vampire** John Beal, Coleen Gray (Gardner-Levy)<br>**The Monte Carlo Story** (TC-TE) Marlene Dietrich, Vittorio De Sica (Titanus)<br>**The Fuzzy Pink Nightgown** Jane Russell, Keenan Wynn (Russ-Field)<br>**Valerie** Sterling Hayden, Anita Ekberg (Makelim)<br>**Jungle Heat** Lex Barker, Mari Blanchard (Bel-Air)<br>**My Gun Is Quick** Robert Bray (Peerless)<br>**Lady Of Vengeance** Dennis O'Keefe, Ann Sears (Baloban-Donnenfeld) | **Interlude** (CS-TC) June Allyson, Rossano Brazzi<br>**Doctor At Large** (VV-EC) (English) Dirk Bogarde<br>**Run Of The Arrow** (TC) Rod Steiger, Sarita Montiel (RKO)<br>**Joe Dakota** (EC) Jock Mahoney Luana Patten<br>**Night Passage** (TC-Technirama) James Stewart Audie Murphy Dianne Foster<br>**The Land Unknown** (CS) Jock Mahoney, Shawn Smith<br>**Jet Pilot** (TC) John Wayne, Janet Leigh (RKO) | **Deep Adventure** (WC) Ross Allen Dottie Lee Phillips<br>**A Face In The Crowd** Andy Griffith Patricia Neal<br>**The D.I.** Jack Webb, Don Dubbins, Jackie Loughery<br>**The Prince And The Showgirl** (TC) Marilyn Monroe, Laurence Olivier<br>**X—The Unknown** Dean Jagger<br>**The Curse Of Frankenstein** (WC) Peter Cushing, Hazel Court<br>**Band Of Angels** (WC) Clark Gable Yvonne DeCarlo<br>**Rising Of The Moon** Frank Lawton Denis O'Dea | **Drag Strip Girl** Steve Terrell Fay Spain (American Int.)<br>**Rock All Night** Dick Miller and Platters (American Int.)<br>**Bambi** (TC) (Diensy) (RE) (Buena Vista)<br>**I Was A Teenage Werewolf** Michael London Yvonne Lime (American-Int.)<br>**Invasion Of The Saucer Men** Steve Terrell Gloria Castillo (American-Int.) |

**SYMBOLS USED ABOVE:** CS—CinemaScope, DC—DeLuxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A., indicates import.

## THE DAY A THOUSAND DEVILS ROARED OUT OF AN APACHE HELL...

This was the massacre
the frontier tried to forget . . .
This is the rescue they would always
remember when a tough-as-nails
cavalry trooper and a shamed
woman stormed their way
out of a war-painted hell!


-and dragged a white woman back with them!

# TROOPER HOOK

Starring JOEL **McCREA** BARBARA **STANWYCK**

and co-starring EARL **HOLLIMAN** · EDWARD **ANDREWS**

Based on the original story by JACK SCHAEFER · Screenplay by MARTIN BERKELEY · DAVID VICTOR · HERBERT LITTLE, Jr.
Produced by SOL BAER FIELDING · Directed by CHARLES MARQUIS WARREN · A FIELDING Production

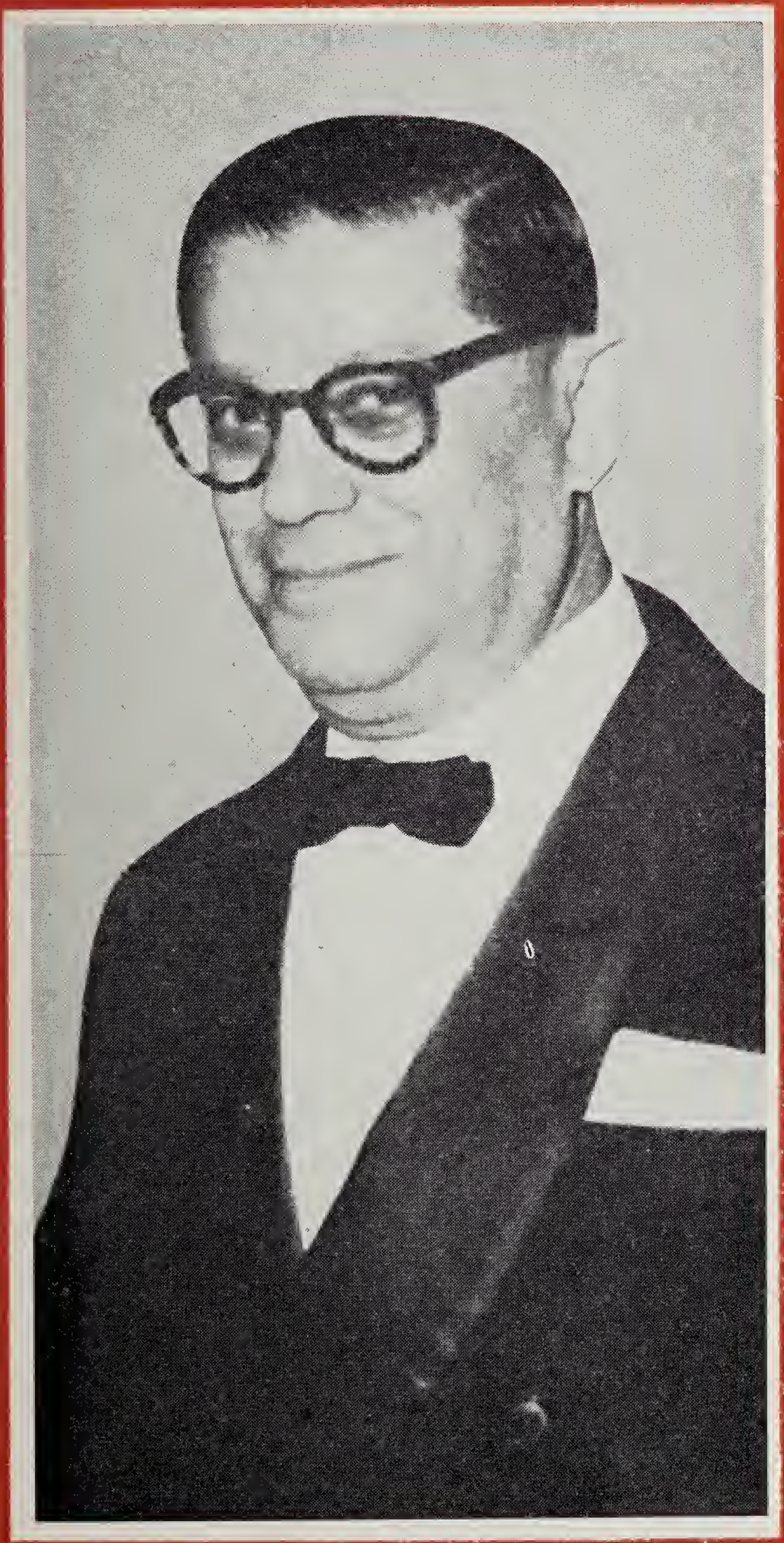
THRU
**UA**

# TERRIFIC ACTION!

# MOTION PICTURE EXHIBITOR

AUGUST 7, 1957 VOLUME 58 NUMBER 15

IN TWO SECTIONS • THIS IS SECTION ONE



## *An Honest Price For An Honest Value*

editorial

## Court To Get Loew's Struggle

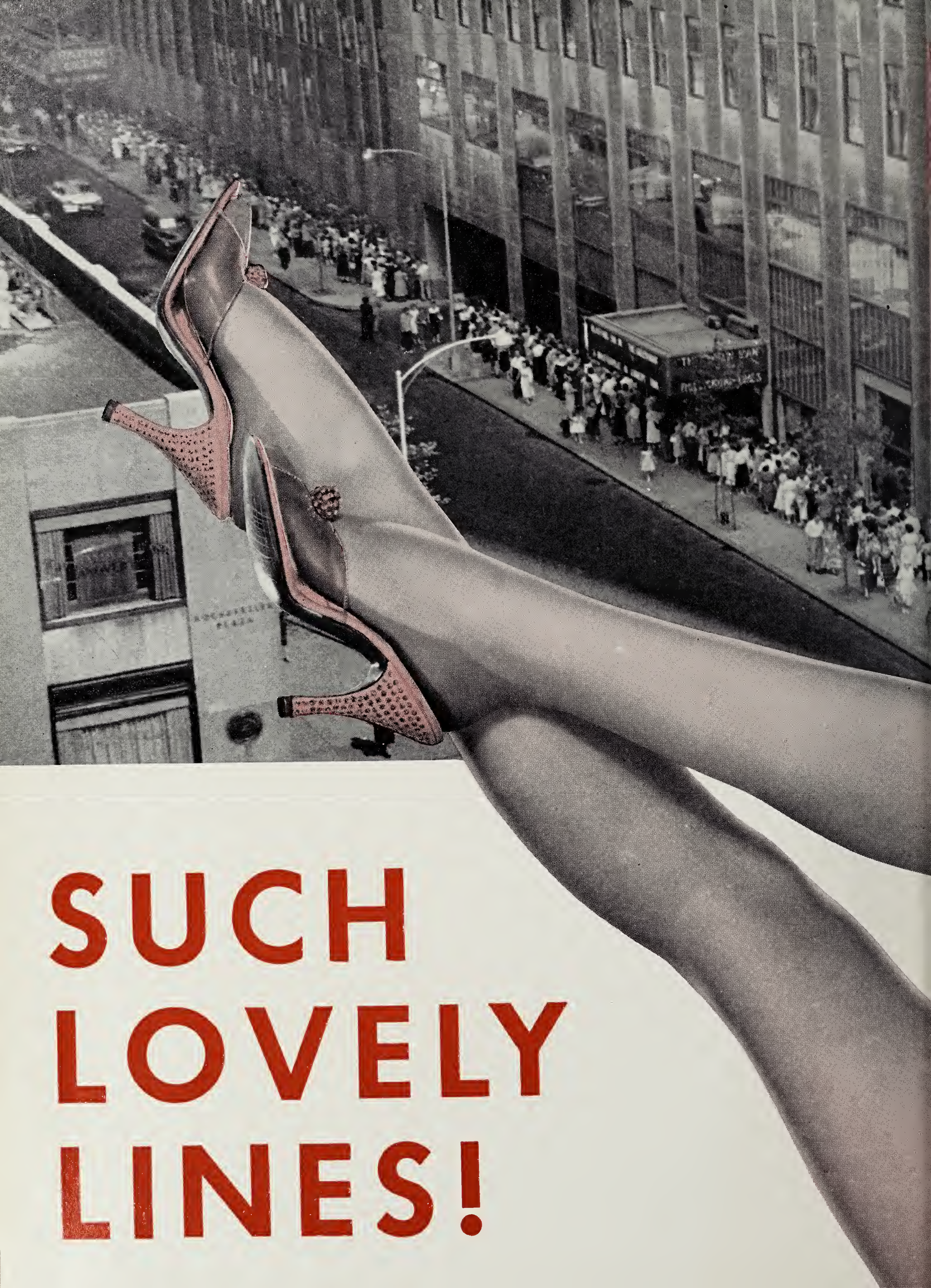
*(page 8)*

## Ad-Pub Group Okays Jubilee

*(page 9)*

AND FEATURING: STUDIO SURVEY

**I. J. "Izzy" Schmertz, 20th-Fox Cleveland branch manager, and senior branch head in the nation with 31 years in that post, retired last week after 52 years service to the industry. He is now 65.**


ROCKEFELLER PLAZA
SUCH LOVELY LINES!

**NEW YORK** – Biggest M-G-M opening in a year at the Music Hall.

**CHICAGO** – First week at Loop Theatre new M-G-M house record.

**DETROIT** – Opening sets new all-time record at Krim Theatre.

**EVERYWHERE** – Happy box-offices!

GUARANTY TRUST COMPANY OF NEW YORK

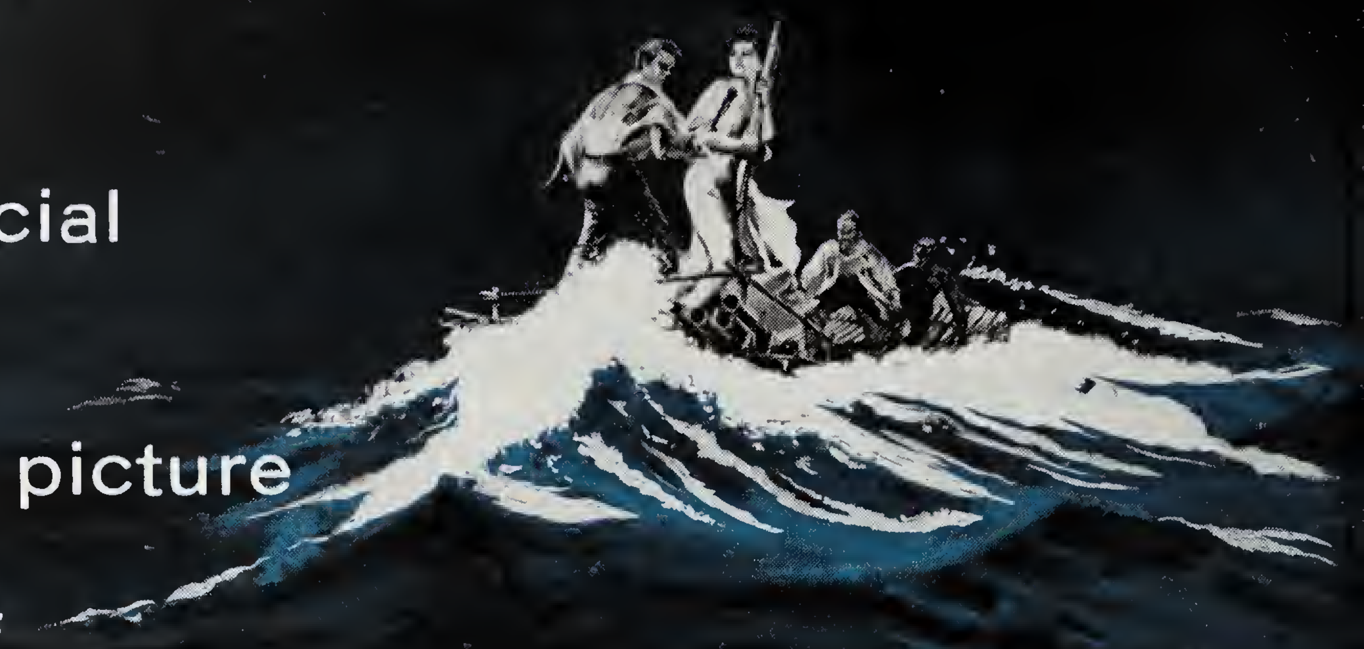
MUSIC HALL, N. Y. SOCK! SOCK! AROUND THE BLOCK!

**The BIG Summertime HIT!**

M-G-M presents AN ARTHUR FREED PRODUCTION
Starring
FRED ASTAIRE · CYD CHARISSE
In

## "SILK STOCKINGS"

Alsa Co-Starring
JANIS PAIGE · PETER LORRE
With
JULES MUNSHIN · GEORGE TOBIAS · JOSEPH BULOFF
Screen Play by LEONARD GERSHE and LEONARD SPIGELGASS
Suggested by "Ninotchka" by Melchior Lengyel
Music and Lyrics by COLE PORTER
Book of Original Musical Play by
GEORGE S. KAUFMAN · LEUEEN McGRATH and ABE BURROWS
Produced on the Stage by Cy Feuer and Ernest H. Martin
In CinemaScope And METROCOLOR
Directed by ROUBEN MAMOULIAN



20th
calls
your special
attention
to a
motion picture
in the great
tradition of
The Song of Bernadette /
The Keys of the Kingdom /
A Man Called Peter /
Heaven knows, Mr. Allison

# SEA WIFE

COLOR by DE LUXE

CINEMASCOPE

starring
and introducing

**JOAN COLLINS-RICHARD BURTON-BASIL SYDNEY-CY GRANT**

Produced by ANDRE HAKIM • Directed by BOB McNAUGHT

From the Novel "SEA-WYF" by J. M. SCOTT • Released by 20th Century-Fox

**READY IN AUGUST!** **CALL 20th NOW!**

# MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

AUGUST 7, 1957
VOLUME 58 NUMBER 15

## AN HONEST PRICE . . . FOR AN HONEST VALUE

"Price cutting solves nothing, and actually creates tomorrow's headaches!" This was the sage observation of one of the old-time "greats" in theatrical exhibition whose opinion we hold in the highest esteem. And, should proof of its soundness be necessary, there were two different happenings during recent weeks that furnished incontrovertible evidence for the affirmative.

The first was a report from Miami, Fla., where our good friend George C. Hoover and his drive-in theatre associates have been experimenting with an "Early Bird Price." Under such a price policy the admissions charge prior to 6:30 p.m. was only 25 cents; and after that hour the price only rose to 50 cents. Neighboring theatres charged 70 cents, so it seems the reduced price resulted in a 50 per cent increase in total admissions but no increase in total boxoffice dollars. Keeping pace with the added admissions volume, the confection stand sales rose to over 100 per cent of the boxoffice take, but according to George another by-product was "a lot of—destructive kids," and the possible loss of "a lot of good people who wanted to attend the theatre." So they returned to their former price policies.

Of course, progress and development can only be undertaken after experiments of this sort; but in the merchandising of entertainment, we've never known of one yet that was built around bargain prices or bundle give-aways and actually proved to be good business.

The second significant happening is the dropping of "dollar-a-car" nights, and of "three-features-for-the-price-of-one," by drive-in operators in the Philadelphia area. Both of these bad practices carry with them a competitive disharmony, and a flooding of the market, that eventually satiates patron tastes and affects other nights at the same theatre and in the same area. As has been pointed out previously in this department, both of these price cutting methods help the grosses of any one theatre for just so long as its competitors maintain their normal prices and policies, and don't also offer the bargain bundles. But there is no patent to protect such methods, and when the competing theatres get down to the same level, everyone suffers to the edge of actual business failure. And we have yet to see the theatre that could operate on the income from its confection stand alone, if its boxoffice grosses only break even with costs.

Yes, price cutting solves nothing! And in any competitive situation it usually precedes one or more business failures. Only healthy competition guarantees the public fair prices and solid values.

## LISTS OF FEATURES NOW ON TV

It was flattering recently to have one of the more prominent theatre owner organization units advise its membership in its official SERVICE BULLETIN that: "*MOTION PICTURE EXHIBITOR's list of pictures released to TV . . . IS THE BEST SOURCE AVAILABLE. . .*"

We agree! And we might add that we believe it is the only such list that anyone tries to maintain. But whether we ever again attempt to print and publish such a list is open to question.

There isn't much doubt that listed data of this sort is needed by all theatres that occasionally play reissues. MOTION PICTURE EXHIBITOR is still maintaining its half dozen "listening posts" in multiple-TV-station markets, and each week's findings are being reduced to card-files by our clerical staff. The lists have grown to such size, however, that it would actually require less type composition and production costs to publish a listing of those features not on TV.

So, for the time being, we have no publication plans. Should any subscriber want to check a particular feature, or group of features, we will be happy to accommodate. Just write out the list, enclose a self-addressed stamped return envelope, and we will try to put it back into the mail on the same day received. Of course, this is a service reserved for subscribers, but we will do our best to make it a quick and accurate one.

## RANDOM SHOT

• What ever happened to 3-D, and to all of those synchronized motors and interlocking devices that you had to take your turn in line to get? And where are the producers who assured one and all that 3-D was a logical and permanent development that could never be approached by any efforts to expand the size of the 2-D picture?

*Jay Emanuel*

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# Letters . . .

UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

## From NEW YORK, N. Y.

As the "dough guy" of the Committee (Joint Committee on Toll-TV), I don't have to tell you how much I enjoyed your July 24 editorial ("ON BREAKING THE BACK OF 'GEORGE'"). We have cut up a lot of wood before clearing the forest, and I don't have to tell you that our fight won't stop when the FCC renders its decision, no matter whom it favors. If we win, the Toll TV group will appeal. If they win, we will appeal. And once you have gone into the court it takes a lot of money.

I should like to point out that I believe this is the first time that TOA and Allied have worked so closely and harmoniously for a cause so important to our industry. There has been complete cooperation between these great organizations because there has always been full disclosure of all matters concerning this fight and there has been complete trust and integrity among the members of this Committee.

I think your article may do us some good—a great deal—as our Committee will soon have to meet to formulate future plans, and how we are to finance them.

PHILIP F. HARLING
Co-Chairman, Joint Committee
on Toll-TV

*EDITOR'S NOTE: We're sure everyone knows that the Toll-TV fight is only beginning. We just hope that all theatremen realize it takes money to make the wheels go around. And this one detail shouldn't be left to "George".*

## From NEW YORK, N. Y.

What is the MOTION PICTURE EXHIBITOR getting to be — a physical culture rag? Mrs. Allan Robbins is getting legal advice on instituting an action against you for invasion of privacy — and I don't blame her. (I understand you can't settle such a suit by a consent decree, either.)

Herman Robbins, board chairman,
National Screen Service

*EDITOR'S NOTE: So, some people just don't like cheesecake! (See Front Cover, July 3 issue.) But physical culture means muscles. How would that picture let us into the physical culture field? SPECIAL NOTE TO H.R.: Don't rib guys who can rib back "in print".*

## From NEW YORK, N. Y.

I cannot tell you how overwhelmed with gratitude I was on receiving the handsomely bound material from MOTION PICTURE EXHIBITOR including the proclamation signed by so many wonderful people commemorating the 15 years I have been with 20th Century-Fox. (Issue of May 8.)

I am most thankful to every one of the exhibitors who signed this document which you have now impressed into a permanent record, and I wish there were some way I could express my gratitude to each one of them individually.

The portfolio which you sent me shall become one of my prized possessions and I shall always cherish it.

SPYROS P. SKOURAS
President, 20th Century-Fox

*EDITOR'S NOTE: Actual presentation of this handsome Moroccan-leather bound permanent tribute was made by Publisher Emanuel on June 28 at Mr. Skouras' office in New York. It is still considered to be the one unique industry tribute in many a year.*

## From HUNTSVILLE, ALA.

Please rush a copy of the November 9, 1955 issue of MOTION PICTURE EXHIBITOR. Thanks.

JACK M. HEFFELMAN
Princess Theatre

*EDITOR'S NOTE: We didn't have an extra file copy of this old issue, so we called Mr. Heffelman to see if we could photostat something for him. It seems his interest was in our survey on SLIDING SCALE that started in that issue, and was missing from his files. He was serviced with a reprint.*

## From BALTIMORE, MD.

In your last issue you have gone all out for Mr. Vogel of Loew's—and rightly so. But, agreeing with your views, I just wonder whether there aren't a lot of your readers who have a small amount of Loew's stock and who would like to vote it with the industry and for Mr. Vogel's ideas, but may not be able to afford the time and expense to attend the meeting in New York. In my case I only have 50 shares, but I would like to have my say so. Could you find out in what way we small holders can help—and tell all of us through MOTION PICTURE EXHIBITOR?

I have received notice of the meeting but hoped for a proxy. There must be a slew of us in the same position. Can you help us out?

MAURICE RUSHWORTH
Business Manager,
Motion Picture Operators
Protective Union, Local No. 181,
I.A.T.S.E. & M.P.M.O.

*EDITOR'S NOTE: Mr. Rushworth's letter is only one of many received, plus numerous phone calls, on the same subject. You can be certain that Mr. Vogel, and Loew's management, are aware of the many industryites great and small who own stock, and are most anxious to have their support. In the very near future, all such holders will receive a proxy and will be asked to vote it in support of Mr. Vogel's management. Letters like Mr. Rushworth's must be very heartening indeed to Mr. Vogel, particularly in view of the harassment to which he has been subjected.*

## From GASTONIA, N. C.

Monday, July 22, marked the end of an era in motion pictures in Bessemer City, N. C., an era started over 40 years ago by the late Earnest Carroll (died September, 1954), for workmen began wrecking and removal of the complete interior of the Roxie Theatre. The building will be remodeled and will house a clothing store.

The Roxie, long a landmark on the main street of this small city, was operated briefly by Mr. Carroll's heirs, and by me on a full time schedule, for two years. More recently I operated on a week-end basis but finally had to give up as I was sitting in the middle of a nest of drive-in theatres, and only a few miles away from two much larger cities, Gastonia, N. C. (40,000 pop.) and Kings Mountain, N. C. (10,000 pop.).

The end of the Roxie marks the end of motion pictures in Bessemer City, as the only other house in town, the Buddy, was closed about five years ago and the Rex now houses a jewelry store, dentist, and optician.

I am currently operating the Palace here (an all Colored house), and while business is nothing exceptional, I do manage to gross enough to pay film rental and other expenses and make a few dimes for myself.

MOTION PICTURE EXHIBITOR is a very welcome friend and a constant source of valuable information to me. And keep those editorials coming! They are tops! In my more than 30 years of show business this is my very first letter to a trade paper. But you have certainly merited it!

H. M. KILPATRICK
Palace Theatre

*EDITOR'S NOTE: Here is a town that obviously was capable of supporting three theatres and that now can't support one. Letters containing this kind of bad news seem to arrive with greater frequency. We can't believe that film prices are the only cause, but we do believe that the industry as a whole should recognize what is taking place, should conduct a careful study of the reasons, and should try to retain representation in the Bessemer Cities of all 48 states. And thanks Mr. Kilpatrick, for those words of praise!*

## From DOWNINGTOWN, PA.

As is the case in every magazine having such a department, the Letters-to-the-Editor are one of the most interesting items to be found by the avid reader. Please put them back in MOTION PICTURE EXHIBITOR and keep them there. I have been a subscriber for over 20 years so I KNOW how fine a magazine MOTION PICTURE EXHIBITOR really is, but it is still most interesting to read how many others agree with me.

Sorry circumstances made Showmanship Sweepstakes a monthly rather than a weekly item. I filed many of the entries into a scrapbook, kept for this purpose, to be available for use during the years to come.

PHILIP T. SWANK
Roosevelt Theatre

*EDITOR'S NOTE: We have no intention to discontinue LETTERS, as you can note from the current page. We would really like to have the space to publish each and every one of the scores received each week. We are sure that MOTION PICTURE EXHIBITOR today is pulling more "fan mail" than any other trade paper in the business.*

# BROADWAY GROSSES

(As of this Monday)

## Holdovers in Average Session

NEW YORK — Broadway attractions were 100 per cent holdovers, and grosses for the most part held at an average that kept pace with last year's figures.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"BAND OF ANGELS"** (Warners). Paramount ($47,654)* — Fourth week slipped to $18,000.

**"AN AFFAIR TO REMEMBER"** (20th-Fox). Roxy ($81,398) — Friday to Sunday reached $41,819, with the third week headed toward $79,000. Usual stage show.

**"SILK STOCKINGS"** (MGM). Radio City Music Hall ($146,192) — Thursday through Sunday garnered $90,000, with the third week estimated at $150,000. Usual stage show.

**"THE PRIDE AND THE PASSION"** (UA). Capitol ($39,813)—The sixth week was strong at $47,000.

**"NIGHT PASSAGE"** (U-I). Mayfair ($15,087)—The second week was down to $14,000.

**"BEAU JAMES"** (Paramount). Astor ($24,578)—The sixth and last week slipped to $12,000.

**"HATFUL OF RAIN"** (20th-Fox). Victoria ($21,930)—The third week held up well at $21,000.

**"SWEET SMELL OF SUCCESS"** (UA). Loew's State ($18,644)—The sixth week was steady at $18,000.

## Phila. Drive-In Unit Formed

PHILADELPHIA—Area drive-in operators, meeting at the behest of Jay Emanuel, MOTION PICTURE EXHIBITOR publisher, last week formed a new association, discussed trade practices and other factors affecting outdoor operations, and elected officers.

Emanuel revealed that individual contact with all drive-in operators in the Delaware Valley area had resulted in agreement by all to eliminate triple feature showings, dollar-a-car nights, extra shows without extra admissions, and all other free gimmicks.

No discussion of price policies took place at the meeting, which was also attended by Howard Minsky, Paramount division manager, who had given helpful advice prior to the session in attempts to eliminate unfair trade practices.

"Cranny" Smith was elected president of the new group, and Earle Sweigert is secretary. It is expected that the group will cooperate with the Philadelphia Theatre Managers Association, headed by William Goldman, on public relations and tax matters.

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# The NEW YORK Scene

### By Mel Konecoff

MIKE TODD SPEAKS: If you were to characterize Mike Todd as being anti-exhibitor you would be eminently correct for only last week he renewed his war on that section of exhibition which is "lazy," "indifferent," "concerned only with the sale of popcorn," or "only interested in seeing how smart a deal they can make for their pictures." Said Todd at a luncheon interview, "I am not against exhibitor playboys but there is a job to be done today more than ever in the past and they're gonna have to get off their seats and go back to work."

Continued Todd, "There are no geniuses—you just have to work harder. The greatest talent of many exhibitors is that of negotiation and that's not gonna help the business which is loaded with complacency. Some of these guys remind me of my mother, who used to say 'Nothing will help, just leave things alone.' They scorn old time hoopla and showmanship which include parades and attention-getting stunts. Narrow minds run the shooting galleries of today and my advice to them is—get off your rears and go to work. The industry needs young people whom you don't have to unlearn."

Todd expects to invite representatives of exhibition and the press to ride down to Asbury Park where a "non-Todd A-O" version of "Around The World In 80 Days" is playing to capacity crowds. From his guarded remarks we assume that he is projecting there in 35 mm, and he intimated that he would probably film his next "Don Quixote" in 65 mm and then process the film so that it could be projected in 35 mm. He knows that his picture can't be hurt by the sale of popcorn in the theatre, but he wants exhibitors to know that every so often a picture comes along that can be sold without popcorn.

He had some things to say about picturemaking as well. For instance, he thought that too many people want to cure the ills of the world and many times you have to bring along a psychiatrist to the theatre to explain a picture. Films are "canned" in his opinion and have too much of the sameness about them which is hurting the studios and the business. Said he, if you've got what they want, the public will swim across a river full of crocodiles to see it.

Incidentally, he looked forward to being frozen out of theatres in a town, whereupon he hoped to open his film in a tent. He estimated he would do pretty well boxofficewise.

**PRODUCTION NOTE: We took a ride up to the Gold Medal Studios in the Bronx where "The Goddess" is being filmed. The story was termed one of our generation, and it relates the adventures of a girl from the age of four until she reaches 31 and how she becomes a movie star. Since it has a Hollywood background, what could be more natural than it should be shot for the most part in the Bronx.**

**Writer Paddy ("Marty," "Bachelor Party") Chayefsky, producer Milton Perlman, associate producer George Justin, and studio owner Martin Poll were on hand not only to oversee production but also to answer questions. The 30 day schedule for the film would cost about a million-and-a-half in Hollywood, while they hope to bring it in here for $500,000. It was admitted that rehearsals have helped to facilitate the shooting, but much credit is also due the abilities of actors Kim Stanley, Lloyd Bridges, and newcomer Steve Hill as well as veteran director John Cromwell.**

**Chayefsky told us he was just hanging around to correct and reshape the script if necessary from day to day and that he doesn't want to direct. He doesn't have the patience, nor does he speak the same language used by actors. Incidentally, he thinks the star system is for the birds, with many stars putting an unnecessary burden on a film. They should fit the parts and not vice versa.**

**1958 should see the same people start filming "Middle of the Night," but Chayefsky doubted whether they would have Edward G. Robinson in the starring role because he would be too expensive. Both this and "The Goddess" are for Columbia release. Incidentally, they believe that the proper exploitation of a film is important, and they will certainly watch to see that all avenues are explored in that direction with their films. He stressed "Marty" as an example of what can be done exploitationwise with the proper people and campaign.**

**Asked we, "Does having a story go on TV first help or hurt?"**

**Sez Chayefsky, "Sometimes it does. Sometimes it doesn't."**

**Seen at a recent special sneak preview of 20th-Fox's "Will Success Spoil Rock Hunter?" in New York were, left to right, Mrs. Tony Randall, 20th-Fox president Spyros P. Skouras, Tony Randall, who stars in the film, and Mrs. Skouras.**

THE METROPOLITAN SCENE: A special Avon pocket book edition of Fox's "Affair To Remember" is in the book stores and on the news stands. . . . Venetia Stevenson, young Warners contract player in "Darby's Rangers," is being given the star build-up and made the cover of Popular Photography Magazine as "The Most Photogenic Girl In The World"; for the first time in any magazine, an actual color slide is bound into the September issue. She also got a send-off on the Ed Sullivan show. . . . The Paramount is announcing that it will not be responsible for "nervous breakdowns, heart attacks, fainting spells, loss of voice, or any ills attributable to fright or horror" and it urges the public to see "The Curse of Frankenstein" at "your own risk." . . . Paramount previewed its forthcoming "Omar Khayyam" for the press following a special oriental dinner with authentic Persian dishes, dancing girls, and appropriate music.

# Court Action Seen In Loew's Struggle

## Vogel Brands "Rump" Session "Illegal"; Dissidents Name Mayer, Producer Briskin To Board Of Directors

NEW YORK—Dissident directors of Loew's, Inc., met last week at a rump session quickly branded by company president Joseph Vogel as "illegal." The group headed by Joseph Tomlinson comprised only five directors, and company bylaws define a quorum as seven directors.

The first piece of business at the anti-management meeting was the election of two new directors, 72-year-old Louis B. Mayer, whom Vogel accused of masterminding the dissidents' fight for control, and independent producer Samuel Briskin. They then declared a quorum present.

Actions approved after the election included withdrawal of a proposal to hold a special stockholders meeting on Sept. 12, notice for which has already been filed with the Securities and Exchange Commission by management. The Tomlinson faction also named Tomlinson and Stanley Meyer, his associate, to the Loew's executive committee and approved a resolution restricting Vogel from entering into any transactions involving more than $25,000 or one year's duration. In addition to the new directors, Tomlinson, and Meyer, the session was attended by Louis Johnson, K. T. Keller, and Ray Lawson.

It appeared likely that the question of control of the company would ultimately be settled in a court battle. Company attorney Louis Nizer termed the meeting of dissidents as "absolutely illegal and of no effect whatsoever," and Vogel stated that the Sept. 12 stockholders session "will take place" despite the efforts of the Tomlinson group.

Vogel charged that the actions taken at the anti-management meeting were an attempt to prevent the stockholders from deciding "what should be done with their business." He expressed gratitude for the support which he has received both in and out of the industry and pledged continued efforts to "protect our company's assets, reputation, tradition, and future from this small faction of plotters."

In other developments, George Killion was named chairman of the Loew's executive committee to succeed Ogden R. Reid, resigned. The committee designated William A. Parker, Vogel, John L. Sullivan, and Killion as the proxy committee to solicit proxies for the Sept. 12 meeting.

### Dissidents Ask Court To Approve Directors

WILMINGTON, DEL.—The Court of Chancery has been asked by Joseph Tomlinson, largest single shareholder of Loew's, Inc., to declare valid the July election of Louis B. Mayer and Samuel Briskin to the board of directors of the corporation.

Tomlinson, a director himself, asserts ownership of 180,000 shares of Loew's common stock, and claims that he represents a large group of other stockholders.

At the July 30 directors meeting in New York City, it is claimed, Irving R. Greenfield, secretary of the corporation, declined to take part, claiming a lack of a quorum present, although Greenfield signed the notice for the meeting, a copy of which is attached to the court petition.

The action claims that four of the directors "carried out their plan and conspiracy not to attend the meeting so as to prevent a quorum."

The special meeting, it is contended in the action, was attended by five directors, a majority of the nine then in office, and they were advised they were authorized to fill the vacancies.

Joseph R. Vogel, president of the corporation, a director and stockholder, is refusing to recognize the validity of the election of Mayer and Briskin, according to the court petition, "and because of the plan and conspiracy by Vogel and his associate directors to refuse to attend board meetings, so they can claim lack of a quorum, Vogel is the absolute dictator of the destinies of the corporation and is acting in derogation of the rights of the directors."

Vogel immediately announced the intention of the management group to enter the Chancery Court proceedings and repeated charges that the Tomlinson faction was attempting to prevent the stockholders from making their wishes known at the special Sept. 12 meeting.

Acting on the advice of attorney Louis Nizer, Vogel warned all who participated at the Tomlinson-called meeting that they would be held individually and collectively liable "for any damage suffered by the corporation as a result of their illegal acts."

## N. C. Exhibitor Defies Ban On Sunday Shows

**FOREST CITY, N. C. — When J. W. Griffin, owner, Griffin, here held performances last Sunday in defiance of a recently passed city ordinance he was cited by the police department and ordered to appear for a hearing in Mayor's Court.**

**The ordinance bears an amendment providing for a referendum on the matter providing that 25 per cent of the registered qualified electors who voted in the last election sign a petition for an election on the question and Griffin has started a petition for repeal of the ordinance.**

**He pointed out that the city operates amusement facilities on Sunday and that theatres just outside the city are open.**

## Passage Seen Certain For N.Y. Tax Relief

NEW YORK—With the backing of the City Administration, a bill was introduced in City Council last fortnight by Councilman Maurice McCarthy calling for the elimination of the city's five per cent amusement tax on the first 90 cents of the cost of theatre tickets.

The measure will be acted upon by the council at its next session, date of which has not been set, but its eventual passing is believed certain. Meanwhile, the bill has been referred to the Finance Committee.

This action follows the report submitted several months ago by Mayor Wagner's fact-finding committee which called the local motion picture exhibition field a "sick industry" and as being in dire financial straits as a result of television competition.

Most of the city's neighborhood houses will be exempt from city tax when the bill is passed, since admission is less than 90 cents.

## Schmertz To Retire After 52 Year Hitch

CLEVELAND—More than 275 industry notables gathered last week at the Statler Hotel to attend the Variety Club's gala testimonial dinner for I. J. "Izzy" Schmerz, who is retiring after 31 years as 20th-Fox' Cleveland branch manager.

The senior branch manager of the entire industry, Schmertz was honored for his 52 years of devotion to the motion picture business and for his countless deeds of good service to the local community. Schmertz entered the industry with the original Fox Film Company at the age of 13.

With George Hoover, former chief barker of Variety International, serving as toastmaster, the special dinner featured an array of industry and civic leaders who lauded Schmertz for his many contributions to motion picture distribution.

Principal speakers included 20th-Fox general sales manager Alex Harrison, who presented Schmertz with a special gift; central-Canadian division sales manager Glenn Norris; and Jack Silverthorn, managing director, Hippodrome, who presented the guest of honor with a color television set from his exhibitor friends in the Cleveland exchange area. Also on hand was the Cleveland Plain Dealer's Ward Marsh, dean of American motion picture critics and editors.

Mayor Anthony Calabrese commemorated the event by designating "Izzy Schmertz Day" as a token of the city's esteem for the sale executive's contribution to the community.

Included among the testimonial dinner gathering were Thomas O. McCleaster, 20th's central district manager; 20th branch managers Tom Gilliam (Chicago), Robert C. McNabb (Cincinnati), Joe Lee (Detroit), Ray Schmertz (Indianapolis); Robert L. Conn, assistant branch manager at Chicago, and Roger Ferri and Jack Bloom, 20th home office sales force.

The dinner committee was headed by Moe Horowitz and Meyer Fine, prominent Cleveland exhibitors.

### C And C Reorganized

WILMINGTON, DEL.—The reorganization of C and C Super Corporation received the approval of the stockholders last week at a special meeting in lieu of the annual meeting.

As a result of the spinoff, Matthew M. Fox will be president of the new C and C Television Corporation, concentrating its operations in licensing and marketing the film libraries which it owns or controls, while Walter S. Mack will be president and board chairman of National Phoenix Industries, Inc., handling the food and beverage and manufacturing operations of the former corporation.

### Columbia's "Fabulous Five"

NEW YORK—Rube Jackter, Columbia Pictures general sales manager, last fortnight advised his division and home office sales executives that five of the company's upcoming releases, "Jeanne Eagels," "3:10 To Yuma," "Operation Mad Ball," "The Bridge On The River Kwai," and "Pal Joey," are to be known as "The Fabulous Five" and receive special attention from the sales force.

# "Forward Look" Set For Col. Pressbooks

NEW YORK—Columbia Pictures last week unveiled the "forward look" in press books at a home office trade press conference. The new format is a drastic revision of the old-style press book which has remained almost unchanged for decades.

In introducing the "forward look" press book, the first of which has been prepared for "3:10 to Yuma," vice-president Paul N. Lazarus, Jr., said that the modernized book is representative of the current type of "sell" employed in the promotion of pictures. The new style is to be used on all future Columbia books. The "3:10 to Yuma" book—another is in the works for "Jeanne Eagels"—is contained in a double-folded continuous sheet that opens into six black-and-white pages. It was pointed out that the conventional press book for a production of the same stature would have required at least 20 pages.

Among the features of the "forward look" press book, developed as a result of an extensive survey of exhibitor requirements, are: the cover page contains all vital information about the picture, including cast, credits, synopsis, official billings and outstanding showmanship facets; all advertising is displayed in the center spread, and all ad reproductions are backed by type so that they may be clipped without mutilating other ads; ads in the most used sizes, up to 320 lines, are made available in inexpensive comprehensive campaign mats, which also include publicity and exploitation art matter, and larger size ads also are shown; all accessories are listed in simplified form; the exploitation section contains down-to-earth showmanship ideas without wordy explanations and lays major stress on radio and television potentials.

Lazarus said that it was felt a good deal of the material in the old-style book was intended only to impress within the industry. There also had been a tendency to think of the press book as a saleman's aid in selling to exhibitors, Lazarus said, but, he pointed out, trade press advertising, direct mail and screenings were doing that job today. The advertising-publicity vice president emphasized that the "forward look" book has only one, clearcut, function: helping the exhibitor sell the picture to the public.

# Warners Net Profit Up 46 Per Cent Over Last Year; Finances "Strong"

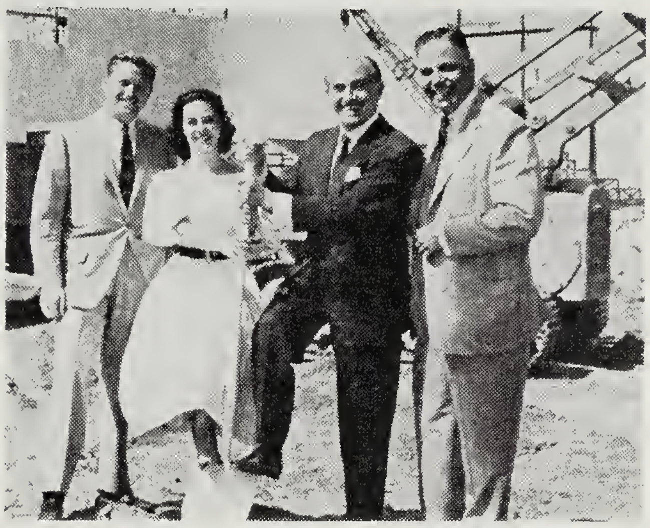
NEW YORK—A net profit of $3,174,000 for the first nine months of the current fiscal year for Warner Brothers Pictures, Inc., and subsidiary companies was announced last week by Jack L. Warner, president, in a report to the stockholders. The net profit represents an increase of more than 46 per cent over the net profit for the corresponding period of the preceding year.

For the nine months ended June 1, the net profit was the equivalent of $1.76 per share on the 1,793,996 shares of stock outstanding, after deducting the 688,251 shares held in treasury on that date. The net profit for the nine months ended May 26, 1956, was $2,165,000, equalling 87 cents a share on the 2,482,247 shares of stock then outstanding.

Income from film rentals, sales, etc., for the first nine months of the current fiscal year amounted to $57,981,000, while the income from the same sources for the corresponding period last year was $54,225,000.

The company's balance sheet at the end of the third quarter continued to show "a strong financial position," according to the report. Net working capital was $40,815,000, including cash of $11,006,000, and there was no increase in the company's $7,000,000 bank loans under a $20,000,000 term bank credit.

Film rentals from the company's International subsidiary, as from its domestic operations, were reported ahead of the figures for the corresponding period last year. A highlight of the company's foreign business, according to the report, was a 31 per cent increase in the net profits of Associated British Picture Corporation, in which Warner Brothers has a 37½ per cent interest.



**Ground-breaking ceremonies for a million dollar building to provide the world's most modern and complete administrative headquarters for television film production were conducted recently at Warner Brothers studio in Burbank, Cal., by, left to right, William T. Orr, Warners TV executive producer; Natalie Wood; company president Jack L. Warner; and Jack M. Warner.**

## Columbia Ups Two

NEW YORK—President Harry Cohn announced last week that the board of Columbia Pictures Corporation had elected Mortimer Wormser a vice-president and Bernard Birnbaum assistant secretary.

Wormser has been with Columbia since 1929, and Birnbaum joined the company in the accounting department in 1930.

## NT Acquisition Barred

NEW YORK—Holding that it had not been proven that the proposed theatre would not unduly restrain competition, Federal District Court Judge Edmund L. Palmieri last fortnight turned down an application by National Theatres for permission to construct and operate a theatre at Garden Grove, Cal.

# MPAA Ad-Pub Directors Committee Okays Motion Picture Fall Jubilee

NEW YORK—The MPAA advertising and publicity directors committee at a luncheon meeting in the Sheraton-Astor Hotel last week unanimously adopted a program for the celebration of a Motion Picture Jubilee this fall. The campaign envisages a month's celebration not only on the west coast and in New York, but in key centers throughout the country. In cooperation with local exhibitor groups, a substantial group of film personalities including stars, directors, producers, writers, etc., will participate in special Golden Jubilee celebrations throughout the country. The publicity directors' committee, Hollywood, has submitted a plan for the celebration which was enthusiastically adopted by the MPAA committee. Martin S. Davis, eastern director of advertising and publicity of Allied Artists, will chair a committee to develop a program for the New York celebration.

Reports on "Operation Movie-going" and spot radio tests in Denver and Rochester, N. Y., were made by Si Seadler, Herb Steinberg, and Rodney Bush. This eight weeks' test campaign is being carefully studied and plans for measuring the effectiveness of the campaign have been initiated. Should these tests prove successful, it is contemplated that a national radio spot campaign will be recommended.

A compilation of some 27 promotional ideas prepared by Oscar Doob and Charles McCarthy was presented to the committee for review and study. These will be analyzed and discussed at the next meeting.

Charles McCarthy of COMPO made a progress report on a two-reel film to be prepared for use by exhibitors. The film will dramatize the important place of the motion picture exhibitor in his community.

Paul N. Lazarus, Jr., vice-president in charge of advertising, publicity and exploitation of Columbia Pictures, was unanimously elected as the new chairman of the MPAA committee to succeed Roger Lewis of United Artists, retiring chairman.

# Mirisches Leave AA; Were V-P, Studio Exec

NEW YORK—Steve Broidy, president of Allied Artists, announced last week that Harold Mirisch, vice-president, and Walter Mirisch, executive producer of Allied Artists, have tendered their resignations, effective Aug. 31. All of their current projects will be completed before they leave the studio.

Commenting on their departure, the Mirisches said, "Naturally, it is with a deep sense of regret that we leave Allied Artists after many years of pleasant and rewarding associations. . . . We are confident that Allied Artists will continue to progress under the guidance of Steve Broidy, and wish both him and the company the best of luck and success."

Harold Mirisch, veteran industry executive, served on the company's board since 1952, and with his departure will relinquish that post. Prior to joining Allied Artists, he was head film buyer for RKO Theatres. Walter Mirisch joined the company as a producer, and in 1951 was appointed executive producer.

In the future, all matters pertaining to production will clear through Broidy's office.

## NTA Expands Board

NEW YORK—Harold Kovner, business executive, and Joseph H. Moskowitz, vice-president of 20th-Fox, have been appointed to the board of directors of the NTA Film Network, Inc., Ely A. Landau, Network president, announced last week. Twentieth-Fox has a 50 per cent interest in the NTA Film Network.

# Definition Of "Immoral" Too Vague For Court

ALBANY—In the first case testing the validity of an amendment to the New York State film licensing law, enacted by the 1954 Legislature to define the meaning of "immoral" and "tends to corrupt morals," which the U. S. Supreme Court had held too vague in the appeal on "La Ronde," the Appellate Division unanimously held the new section "too broad" to meet the requirements of the nation's highest tribunal.

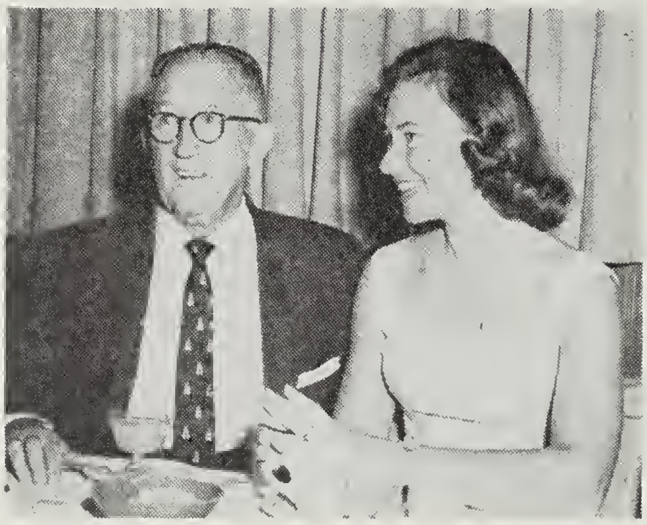
The Appellate Division accordingly annulled the determination of the Regents that "Lady Chatterly's Lover" could not be licensed because it presented adultery as "a desirable, acceptable and proper pattern of behavior." The court directed the State Education Department's Motion Picture Board, which had originally ruled the French-made film "immoral," to issue a license. A charge of $50 in costs was also levied against the Regents.

## ALBANY

Variety Club chief barker Al Kellert asked the public to a Sunday open house at Camp Thacher. . . . Robert C. Conahan planned to open his 450-car Mayfair Drive-In, suburban Slingerlands, last week. . . . D. R. Houlihan, distributor chairman, disclosed that 55 theatres of the Fabian, Schine, and Stanley Warner circuits in the area were among those pledging cooperation in the Will Rogers Hospital audience collections this week. . . . James Stewart was in on behalf of Universal's "Night Passage," in the Strand. He was accompanied by Jack Diamond, studio publicist. . . . The local Red Cross chapter received a check for $913.28 for its disaster relief fund as a result of the "Around the World in 80 Days" benefit in the Ritz.

## ATLANTA

Clyde Sampler, Capital City Supply Company, was ill in a local hospital. . . .Ben Jordan, former Allied Artists salesman here who is now A. A. Oklahoma City branch manager, was in to visit his brother, Shag Jordan, formerly with United Artists, who was ill. . . .Also ill was Earl Humphries, Theatrical Printing. . . .President William Richardson and Jimmy Bello, Capital Films, were back at their desks after a trip from the city. . . .Allied Artists branch manager Jimmy Hobbs said his staff was settling into its new quarters at 186 Luckie Street.



**Marion Ross, who stars in 20th-Fox's "God Is My Partner," is seen with 20th-Fox division manager Harry Ballance at a Variety Club luncheon given in Atlantic recently in her honor. She attended the world premiere of the film at the Thompson, Hawkinsville, Ga., and also visited other Georgia communities.**

### Exhibs Fight Commission On Minimum Wage Issue

**BOSTON—A large group of circuit heads and exhibitor organizations attended the hearing at the State House on the Minimum Wage Commission's recommendations of the Amusement and Recreation Occupations Board. The new recommendations are 95 cents per hour for all employees except ticket takers and cashiers, who would get 90 cents, and ushers at 85 cents. The present scale is 80 cents per hour for all employees.**

**James J. Gahan, Jr., attorney, and spokesman for Allied Theatres of New England, made a strong plea for the rejection of the recommendations, claiming the theatres could not stand the increase at this time, and questioned the legality of the Board's membership.**

## BOSTON

The Copley will reopen Sept. 25 under a lease to UMPO, with "Marcelino" as the first feature under the new setup. Tom Dowd, UMPO representative, was in town over — seeing the remodeling. . . . The Astor has been re-seated with 400 new Body Form upholstered seats by American Seating Company in the balcony. Burt Lazarus took the seats which were removed and placed them in the St George, Framingham, Mass., a Smith Management Company house. . . . Jayne Mansfield was expected in town this week to plug "Will Success Spoil Rock Hunter?" for 20th-Fox, while Jane Russell will meet the press Aug. 13 for United Artists' "Fuzzy Pink Nightgown.". . . Ed Doggett who owns the Liberty, Ashland, N. H., has branched out into the restaurant business. . . . When the Gary opens, this week, Fenton Scribner will be the house manager. He had been city manager of the Shea circuit, Manchester, N. H., for 25 years before resigning last October to enter the advertising business. Benjamin Sack, Gary owner, enticed him back into the industry. He will work directly under Sam Richmond, general manager. His assistant is Alan Friedberg, former assistant, Beacon Hill. Replacing Friedberg at the Beacon Hill is George Gardner former assistant, Scituate Playhouse. With Worthington Holt, named house manager, Saxon, also a Sack Theatre, Donald Peterson was named assistant. All three houses are under Richmond.

# R. I. Drive-In Rocked By Kid's Aerial Bomb

PROVIDENCE, R. I.—The route 44 Drive-In, Smithfield, R. I., was rocked by the explosion of an aerial bomb set off by a 15-year-old youth a dozen feet off the theatre pavement, during the middle of an evening's performance, recently. The noise and flash from the explosion jarred all the patrons parked in 600 cars, but caused no panic.

Two Smithfield police officers at the theatre and a theatre employee caught the juvenile, who had hidden in the brush. Chief of Police Arthur B. Gould, who questioned the youth, said he would be released in the custody of his father.

Gould said the boy told him that he "wanted to create a little excitement." The police official said the bomb, as described by the boy, was eight inches long and four inches in diameter, designed to be fired from a tube, and explode in the air. The Chief said the device was powerful enough to kill a person if it was set off close enough to him.

Roy Pizzi, brother of Joseph Pizzi, theatre manager, aided in the capture of the hoodlum.

## BUFFALO

The annual garden party of the Variety Club Women's League was held last fortnight at the home of Mrs. Samuel Ostrow in Bay Beach, Ont. Mrs. Max Stovroff was chairman. . . .United Artists exploiteer Abe Bernstein was in on behalf of "Pride and the Passion.". . . .Harry Berkson and Nate Dickman have moved their offices from the old Allied Artists headquarters on the sixth floor of the the Film Building to the first floor. The Allied Artists exchange now is managed by Lou Lieser. . . .Dave Litto, formerly with RKO, Cincinnati, has joined the local Allied Artists sales staff, succeeding Jimmy Speer. . . .MGM branch manager Jack Mundstuk appointed Al Golden city salesman. . . .National Screen branch manager Harold Bennett returned from New York meetings. . . .The neighborhood Sun, Rochester, N. Y., managed by Dominic Marafiotti, has been closed. . . .Teck manager Dave Rogers announced that "Search For Paradise" is slated to premiere there on Oct. 9.

## CHICAGO

James Immerman was named Terminal manager. . . . A windstorm damaged a tem-

**Actor Geoffrey Horne, featured in Columbia's "The Bridge On The River Kwai," recently greeted a group of circuit heads and exhibitors at a cocktail party at the Sheraton-Plaza Hotel, Boston. Seen, left to right, are Horne; Sam Richmond, Sachs Theatres; Larry Lapidus, B. and Q. Theatres; Seth Fields, Affiilated Theatres; and Hy Young, Film Buying Service.**

**MADE FOR TODAY'S MARKET!**

# ROCK and SOCK 'EM

## With Today's Hottest Young Star
## SAL MINEO

READ THE TRADE RAVES ABOUT

## DINO

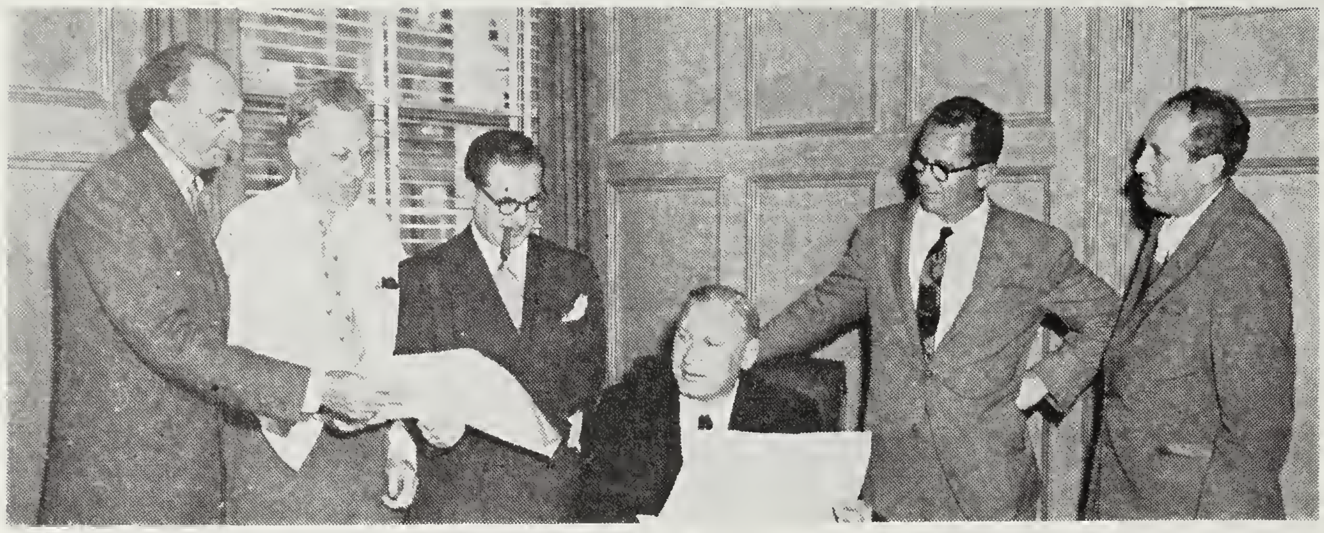
"Sal Mineo, whose 'Rebel Without A Cause' and 'Somebody Up There Likes Me,' earned him rank in our Top-Ten-Stars-of-Tomorrow poll, proves himself a star-of-today in 94 tense minutes!"
—MOTION PICTURE HERALD

"Strong and swiftly paced. Should find a large, enthusiastic teen-age audience!"
—FILM DAILY

"So powerful many will be moved to tears!"
—HARRISON'S REPORTS

ALLIED ARTISTS presents
SAL **MINEO** in **DINO**
co-starring BRIAN **KEITH** SUSAN **KOHNER**
with FRANK FAYLEN • JOE DESANTIS • Produced by BERNICE BLOCK • Directed by THOMAS CARR • Screenplay by REGINALD ROSE
A BLOCK-KRAMARSKY PRODUCTION

**Phone ALLIED ARTISTS Today!!!**



**Plans for the showing of UA's "The Pride And The Passion", State Lake, Chicago, were made recently by Dave Wallerstein, seated, president, Balaban and Katz Theatres, and Roger H. Lewis, second from right, UA national director of advertising, publicity and exploitation. Others shown are, from left, Nate Platt and Harry Lustgarten, B & K vice-presidents; Mori Krushen, UA exploitation manager; and Harry Goldman, UA Chicago branch manager.**

# Gala Premiere Marks "80 Days" Opening

ROCHESTER, N. Y.—A gala premiere marked the opening of the remodeled Monroe last fortnight when the city got its first view of the Todd-AO "Around the World in 80 Days."

The premiere was attended by a number of prominent people from show business, who joined civic leaders in the ceremonies. Included among out of towners were Dr. Brian O'Brien, who is credited with designing the Todd-AO optical system; Donald Schine, vice-president, Schine circuit; Douglas Netter, vice-president, Todd-AO Company; and Seymour Morris, director of advertising and publicity, Schine circuit.

It was reported that the Monroe had been sold out for several weeks at advanced prices.

porary screen at the Linton Drive-In, Linton, Ind. . . . Michael Renz, for 35 years with United Film Carriers, died. . . . Norton Jonathon was preparing to reopen the Sheldon, Sheldon, Ill. . . . The Moonglo, Scottsburg, Ill., installed an 80 by 40 foot screen. . . . The Chicago will present stage shows this month together with regular film fare.

The City Council, by unanimous vote, approved a development in the Hyde Park district which will include a theatre and shopping center. . . .Charles Stern, Cinema owner and veteran theatreman, died. . . .The Crystal canopy was remodeled by the White Way Sign and Electrical Company. . . .B and K is trying out triple fare in the La Grange. . . .Solomon Klein was endeavoring to rent his 2,000-seat Pantheon, on which B and K recently terminated its lease. . . . Elmer E. Hinkle, president, Automatic Canteen, was elected vice-president, Executive Club. . . .Dallas Schuder, Circle manager, was called to Columbus, Ind., by the death of his mother. . . .Abraham Gomez embellished the marquee of his Tampico. . . . Glenn Boner was named Globe manager, Christopher, Ill.

## CINCINNATI

During the home stand of the Cincinnati Redlegs, there were added screenings of Cinerama's "Seven Wonders of the World" in the Capitol to accommodate out-of-town visitors. Other downtown first-run houses also were cashing in on the crowds. . . . Jayne Mansfield was in to promote 20th-Fox's "Will Success Spoil Rock Hunter?" at the Twin Drive-In. . . . Paramount's "The Ten Commandments" was booked into five suburban houses on a no-reserved-seat basis . . . .Warners and the Enquirer ran a letter-writing contest in connection with "Band of Angels," in the downtown Albee. . . .Herman Hunt closed the Uptown, Columbus, O., for complete renovation prior to reopening about Sept. 1 with "Around The World In 80 Days.". . . .Stag golf party of Variety Club will be held Aug. 19 at the Summit Hills Country Club. First prize is a 1957 Cadillac. . . .Otto Ebert, district supervisor, and Sheldon Tromberg, sales manager, J. Arthur Rank Enterprises, were in to set up a Film Row branch office. . . .Al Kolkmeyer, U-I sales manager, attended a luncheon given by Duke Hickey, U-I public relations, at Dobbs House, Columbus, O., honoring James Stewart, star of "Night Passage.". . . . The Chakeres Circuit is remodeling its Xenia, O., house with a new marquee, doors, and facade. . . .Annual picnic of the 20th-Fox office staff was held in Mt. Airy Forest. . . .William Appel, U-I West Virginia salesman, resigned. . . .Mitchell Blachschleger, United Artists salesman, was convalescing from surgery.

## Boston Trans-Lux Adopts Permanent First-Run Policy

**BOSTON — Thomas E. Rodgers, vice-president, Trans-Lux Theatres Corporation, stated last week that the Trans-Lux here has adopted a permanent first-run policy.**

**Rodgers said that during the past two years, the theatre had experimented with some 15 films on a first-run basis. These pictures, both American and European, were received with success and, as a result of this experiment, it was decided that the theatre would continuously play first-run product.**

COLUMBUS, O. NEWS—The State Underground Parking Commission approved issuance of bonds for the $5 million garage for 1050 cars to be erected at the State House, in the center of the downtown theatre area. Construction is expected to begin in the spring of 1958. . . . James Stewart, star of U-I's "Night Passage," was presented with a key to the city by Mayor M. E. Sensenbrenner during the star's two-hour stop-over at Port Columbus in advance of the opening of the picture in Loew's Broad. . . . . Bernie Young, United Artists' exploitation representative, was here in advance of the opening of "The Pride and the Passion" in Loew's Broad.

## CLEVELAND

Local theatre supply companies inaugurated a Saturday closing policy, effective last month. Affected are National Theatre Supply, Ohio Theatre Supply, and Oliver Theatre Supply. . . . Jayne Mansfield was scheduled to make an appearance at the farewell testimonial dinner for I. J. Schmertz, retiring 20th-Fox branch manager. . . . United Artists was to introduce Jane Russell to members of "The Fuzzy Pink Nightgown." . . . M. H. the Carter Hotel this week in the interest of "The Fuzzy Pink Nightgown." . . . M. H. Fritchle, Oliver Theatre Supply, installed CinemaScope equipment in the Super 45 Drive-In, Warren, O., and also in the Lansing Drive-In, Lansing, O. . . . Nat Barach, National Screen branch manager, was in New York

**British Consul General of Boston G. H. K. Marett, right, attended the recent premiere of J. Arthur Rank's "Reach For The Sky," Beacon Hill, Boston, and is seen with manager Alec Francis-Smith and assistant manager Alan Friedberg, center.**

**Audie Murphy, center, is seen with Tom Smiley, general manager, Wolfberg Theatres, and Mrs. Ruth Wolfberg, vice-president, Wolfberg Theatres, as he arrived for the recent premiere of U-I's "Night Passage," Paramount, Denver.**

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## Dallas Industryites Outfit Hospital Theatre

DALLAS—Through the generosity of showmen and equipment men, the children at the Scottish Rite Hospital for Crippled Children will be able to see CinemaScope films and others in their own theatre, which has been completely renovated. The theatre has been in operation for 17 years and, up to a few weeks ago, had one 35mm. projector which was rapidly becoming outmoded. Local film exchanges donate one film for the showings, held each week.

Harvey D. Hill, business representative, Projectionists' Local 249, which supplies a projectionist free of charge each week, asked if the projector could be converted for CinemaScope. Lou Walters, veteran projectionist and equipment mechanic, together with Hill, inspected the equipment and found that it was almost impossible to get new parts for it, let alone convert it to CinemaScope. They set out to ask for donations and the response was overwhelming. Many circuits and equipment dealers wanted to equip the entire operation. However, it was decided to spread out the various sources.

The Interstate Circuit, whose service department had maintained the hospital installation over the years without charge, contributed two Simplex projector heads and five inch lenses. Ernest P. Herber donated the Strong lamphouses and wrote to Projection Optics, Rochester, N. Y., which donated a pair of Bausch and Lomb anamorphic lenses. The new screen and frame was the gift of the Walker Screen Company., St. Louis, and was installed by Jack Boyd and Earl P. Medlin through Local 127. The rectifiers were given by Charles Weisenburg Theatres. Colonel H. A. Cole, president, Allied Theatres of Texas, presented the projector bases, magazines, and soundheads. All equipment was installed by the booth union; the Altec Sound Service organization made the sound installation.

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to attend a company meeting called to discuss handling of MGM trailers. . . . Marilyn Leavitt, daughter of Sanford Leavitt, Washington Circuit, and granddaughter of M. B. Horwitz, the circuit president, is being initiated into the film industry at Republic, where she has been installed as biller. . . . Jimmy Watson, for 31 years with MGM and now with Paramount promoting "The Ten Commandments," was in town handling publicity for the opening of the picture in the Lake, Colony and Fairview. . . . Wedding bells rang for Carol Armstrong, daughter of Jack Armstrong, northern Ohio circuit owner. She was married to Lieut. Gregory Hatch, USAF.

### DALLAS

Fire that apparently smouldered for hours inside the shuttered Sunset burst through the roof and did about $25,000 damage before eight companies of fireman put out the blaze. The building was owned by Mrs. Raymond Dillard. . . .The Bruton Road Drive-In, operated by Charles Weisenburg, lost three screens since May 23, but now is in full operation following the installation of a screen by Hughes Metal Company. The first screen was blown away by a windstorm. A 40 by 50 foot screen was mounted to permit showings after the storm. but this, too, was the victim of a storm. The canvas screen was replaced by another reinforced with plywood and guy wires, but it also was destroyed. In all, the drive-in lost 25 days due to the damages. The new screen is 50 by 100 feet.

**Governor McNichols, of Colorado, recently signed a proclamation in honor of the world premiere of Columbia's "3:10 To Yuma," Denver, Denver. Looking on are Robert W. Selig, left, president, Fox-Intermountain, and John Newfield, Columbia representative.**

### DENVER

Vandals broke into the Vogue, doing about $450 damage to furnishings and paintings. The paintings were on display in the lobby, some of them having been sold. . . . Carl Peppercorn, Continental Pictures vice-president, and Harry Thomas, western representative, were in calling on clients. . . . A committee named by Mayor Nicholson to study new tax sources has suggested a five per cent tax on theatre admissions, among other revenue aids. City fathers appear to favor a one per cent tax on incomes, which would apply not only to Denver residents, but to those on payrolls in the city but living in the suburbs.

### DES MOINES

William Haver, Waterloo, Ia., city manager for Tri-States Theatre Corporation, has been named city manager of the Tri-Cities, with headquarters at Davenport, Ia. He will manage five houses, with the change effective Aug. 15. Bill Towie, manager, Strand, Waterloo, was named manager, Fort, Rock Island, Ill. Named as new city manager for Waterloo was Marvin Graybeal, former manager, Capitol, Sioux City, Ia. . . . Buster Callies has reopened the Tyke, Titonka, Ia. . . . A number of the exchanges on Film Row are undergoing renovations. Columbia has installed new windows, while Warners and National Screen are getting new exteriors. . . . Bert Thomas has resigned from DCA to become associated with Butch Defrenne in his booking business. . . . Betty Olson, secretary and booker, has taken over as branch manager's secretary, Paramount.

### HOUSTON

Russell Rindy, 40, assistant city manager, Interstate Theatre Circuit, died following a heart attack. He had been with the circuit for 28 years . . . Raymond Willie and A. D. Deason, Interstate, Dallas, were pallbearers at the funeral of Russell Rindy . . . Jack Farr, owner, Trail Drive-In, returned to his local office following a visit to his Skyway Drive-In, Bryan, Tex.

### JACKSONVILLE

Mike Todd, Jr., came in from New York to stir up publicity for the opening of "Around the World in 80 Days" in Bill Beck's Beck's Five Points, Aug. 14. . . .Recently-retired Hank Hearn rejoined the industry to book for United Theatres, a newly-formed group of 14 independently-owned south Florida theatres. . . .Veteran booker Glenn Gryder also joined United Theatres. . . . Abner Camp, Howco branch manager, announced his resignation. . . .WOMPI staged a successful fund-raising sale at the Variety Club. . . .The suburban Capitol, Edgewood, and San Marco concluded a series of Mickey Mouse Club shows for children, which were staged on Thursday mornings for six weeks.

### MEMPHIS

"Johnny Tremain" was selected as the August Movie-of-the-Month by the Better Films Council. . . ."Island in the Sun," ban-

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## Circuit, Union Clash Over Booth Capacity

MEMPHIS—The Malco circuit and the striking neighborhood projectionists were at odds over the number of operators to show "Around the World in 80 Days," scheduled for the Crosstown. M. A. Lightman, Malco head, stated, "Present scale at Crosstown is $2.80 an hour up to 42 hours. 'Around the World' is a three-hour show, and the schedule calls for 10 showings a week, or a 30-hour week. I offered the operators $8 an hour to run the show, with one or two men at their option. The projectionists are asking for $16.67 an hour, with four men to work 15 hours apiece."

The business agent for Projectionists' Local 144 maintains that the union is not asking for four operators on duty at the same time, but want two men for each shift, matinee and evening. "All we ask are the same arrangements Rowley United Theatres had in Little Rock when the film was shown," states Albert G. Shelton, union agent.

"It is an issue of salary. They are asking $500 a week for four men to work 15 hours apiece. The idea of four men in that projection booth is ridiculous. The fire department would come close us up. My offer is $8 an hour for a 30-hour week. We plan to open the show some time in August with or without the union," Malco countered.

The union maintains that Todd-AO requires a lot more equipment and that it is more complicated, and that four men are needed in the projection room to do the job right. Lightman contends that although Todd-AO is more complicated, it is easier to run than the present 35mm. equipment.

The union has been picketing theatres belonging to the Neighborhood Theatre Owners Association, including the Crosstown, since Feb. 4, and the theatre owners agreed not to settle separately with the union. The strike has not caused any shutdowns. A member of the Association stated he was glad Malco was in negotiation with the union, and he did not think the position of the Theatre Owners was hurt, in view of the special circumstances.

**Fred R. Greenway, Loew's Palace, Hartford, Conn., second from left and Edward I. Fessler, president, Do Drive-In Theatres Inc., Mobile, Ala., co-producer, UA's "Bayou," look on as Peter Mose, far right, recently extended official greetings from New Orleans' Mayor deLesseps Morrison to Hartford Mayor Cronin as part of the promotion for the New England premiere of the Louisiana-made film.**

## *Wometco Employees Win Promotion Prizes*

MIAMI, FLA.—Hundreds of suggestions were received from Wometco employees, following several screenings of the picture for their benefit, on how to publicize "Man on Fire," which opened in the Carib and Miracle.

Prizes of all-expense trips to Havana and Nassau and U.S. Savings Bonds were offered for ideas to be used for exploiting the MGM production. Winner of the all-expense vacation for two was Jan van Hearn, Reela Films division. Joe Campbell, veteran projectionist, 27th Avenue Drive-In, won second prize of a $100 Savings Bond. Third prize, a $50 Bond, was awarded to Elaine Berman, secretary to Mark Chartrand, public relations head; Arline Perry, WTVJ secretary, won fourth prize of a $50 bond.

Cards in easel frames in the various theatres advise the public that "all Wometco employees have seen 'Man on Fire'—ask them about it."

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ned in Memphis, was slated to open about Aug. 12 in West Memphis, Ark., just across the Mississippi River. M.A. Lightman, Malco circuit head, stated that the film will be booked simultaneously in his Avon and Sunset Drive-In there.

## MINNEAPOLIS

A reduction in the annual $200 theatre license fee is being sought by the operators of two conventional theatres at Eau Claire, Wis. Sheldon Grengs, operator, Hollywood, and F. G. Nutting, manager, State, a Minnesota Amusement Company house, asked the City Council that the schedule, in effect for 10 years, be reduced in accordance with present conditions. The council delayed action pending a report. . . .Otis Engen and Carter Troyer have opened their new 320-car drive-in at Rugby, N.D. They also operate the conventional Lyric, Rugby. . . .Harry Weiss, RKO Theatres district manager, made a swing through his Iowa situations . . . .Work has been completed on the widening of the Clinton Drive-In, Clinton, Ia.

## NEW HAVEN

HARTFORD, CONN., NEWS—Allen J. Brown, Stanley Warner Palace, Norwich, Conn., sold several hundred area merchants on buying kiddie show tickets at a discount and then distributing same, as public relations gesture, to their young customers. . . . Sperie Perakos, general manager, Perakos Theatre Associates, New Britain, Conn., circuit, announced a five-week managers' vending competition for 10 theatres. . . . Ray Stone, Webster, Mass., businessman, has opened the Norwich, Conn., Drive-In, first outdoor unit within Norwich city limits. . . . Charles Kliman was named manager, Candlelite Drive-In, Bridgeport, Conn., replacing Bruno Weingarten, shifted back to Loew's Norwich-New London Drive-In, Montville, Conn. . . . Henry L. Needles, formerly Hartford district manager, Warner Brothers Theatres, and at one time with the Hartford Theatre Circuit, is again active in the industry, this time as treasurer, Stanley Warner Strand engagement of Michael Todd's "Around the World in 80 Days."

## NEW ORLEANS

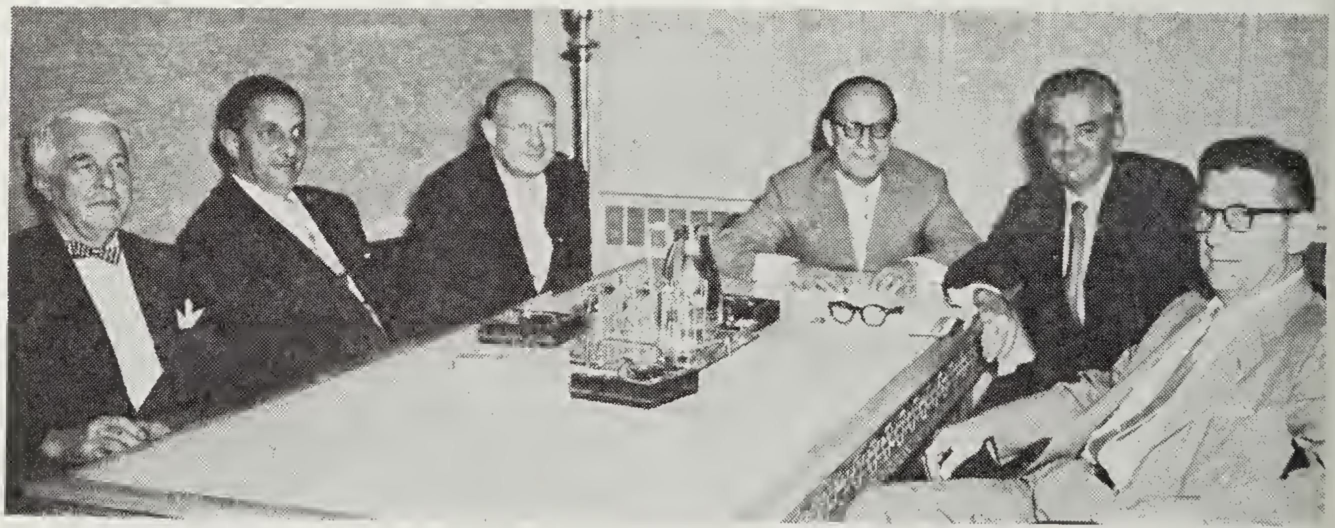
H. G. Prophit, Jr., reopened the Star Drive-In, Tallulah, La., and Maurice Kleinman reopened the New Moon Drive-In, Lake Charles, La. Both were closed following damage caused by Hurricane Audrey. . . . The Joy, Alexandria, La., managed by A. J. Rosenthal, was the victim of a false bomb threat. . . .T. G. Solomon, head, Pike Booking and Supply Company, McComb, Miss., announced that he has taken over complete operation of the Paramount and the Airport Drive-In, Greenwood, Miss., and the Lake and the Joy Drive-In, Greenville, Miss., in addition to the booking and buying. . . .The Paramount-Gulf circuit is sponsoring a search for a new screen star.

## NEW YORK

The Rank Organization's "Value For Money" and "Out Of The Clouds" had a multiple first-run opening at the Eighth Street, Beekman, Heights, Symphony, Gramercy, Embassy, 72nd Street, Manhattan, Valentine, Bronx, and the Midwood, and Patio, Brooklyn. Also the Mayfair, Flushing; Austin, Kew Gardens; Little Neck, Little Neck; Center, Sunnyside; Pix, White Plains; and Bellevue, Upper Montclair, N. J. . . . Albert Guterman, 66, retired veteran Loew's Theatre manager, died after a lengthy illness. He managed Loew's Delancey for 30 years.

## PHILADELPHIA

Mrs. Gloria Ross, former secretary to Jerry Levy, Columbia office manager, gave birth to a boy, named Stephen Keith. . . . Charlie Beilan Week, Aug. 25-31 at Warners, honors



**Plans were completed recently for the playing of U-I's "Man Of A Thousand Faces," "Jet Pilot," and "Interlude" at the RKO Palace, New York, under new first-run policy. Seen, left to right, are F. J. A. McCarthy, assistant general sales manager, U-I; Joseph B. Rosen, U-I New York branch manager; Harry Mandel, ad-publicity head, RKO Theatres; Charles J. Feldman, vice-president and general sales manager, U-I; Sol A. Schwartz, president, RKO Theatres; and Robert Sherman, RKO Theatres buying and booking executive. RKO Palace was one of the few remaining vaudeville houses in the U.S.**

# Producers Merge; Form New Company

NEW ORLEANS—Howco Productions, Inc., headed by Joy N. Houck, president, Joy's Theatres, and J. Francis White, president, Consolidated Theatres, Charlotte, recently united under a trade title, Howco-Marquette, Inc., to coordinate the joint production activities of the two companies. Product is to be released to and handled by the newly-expanded Howco International exchanges.

Howco's productions during the past several years include such pictures as "Kentucky Rifle" and "Outlaw Women." Marquette Productions just completed "Teen Age Thunder," which will be packaged with "Carnival Rock," now in the cutting stage for an August release.

The united companys' first of two science fiction features, "Superbrain," is now being lensed. The second, "Monster On The Hill," will follow immediately. The release of the dual bill is set for October. Productions for the new combine will be handled by Jacques Marquette.

Heads of the new company announced that information of their expanded schedule would be made public in the near future.

Geraldine Vigdor, Bronx, N. Y., left, was recent winner in a Shorehaven Beach Club, Bronx, N.Y., contest to match the measurements of Diana Dors in connection with the opening of the Rank Organization's "Value For Money." Runners-up were Susan Hechtman, center, and Carole Gordon, right.

# Film Carriers Seek Texas Rate Increase

SAN ANTONIO—The Film Carriers Association is scheduled to meet shortly in Austin, Tex., with representatives of the Texas Drive-In Theatre Owners Association and of COMPO to discuss a rate increase of approximately 50 cents per 100 pounds. The carriers held a meeting last month with Texas exhibitors relative to the rate increase.

An informal poll was conducted by the Drive-In Association, headed by Eddie Joseph, on the carrier's request. Response from a recent special bulletin sent out by the organization to its members indicates that the exhibitors cannot bear any additional financial load, which would cause more of the drive ins to go out of business and ultimately hurt the film carriers.

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the popular branch manager. . . . The New Garden, formerly the Bijou, has closed. . . . In Harrisburg, Pa., Gerry Wollaston, Fabian Theatres, and other industryites, together with the Downtown Harrisburg Association, are happy over the elimination of parking meters on Monday and Thursday nights between seven and nine p.m. Large newspaper ads heralded the change. . . . Benny Harris left the hospital to recuperate at home.

READING, PA., NEWS—The Laurel, Laureldale, nearby industrial borough, is now a revival center, operated by an independent religious group. . . .A benefit show at the Warner opened the run of Paramount's "The Ten Commandments," at a top price of $1.49 for the regular showings. The benefit price was $1.75, for the Reading Squadron of the Civil Air Patrol.

## PORTLAND

Purchase of the Family Drive-In by United Theatres from Jesse Jones, veteran circuit operator, was announced by Al Forman. Jerry Forman, Salem, Ore., was named manager. The purchase gives United 18 drive-ins in the northwest. Plans for the Family call for a fully- equipped children's playground and an increase in capacity to 800 cars.

## ST. LOUIS

Mrs. Emil E. Karches, wife of the Arthur Enterprises accounting staff member and the sister of Myra Stroud, Missouri-Illinois Theatre Owners managing secretary, was the grand prize winner in the Anheuser-Busch Brewing Company's recent nationwide contest promoting Busch Bavarian Beer. She gets an all-expense trip to Europe or a fully-equipped new automobile. . . . The Shop City Drive-In, Jablonow-Komm unit, staged benefit shows for flood relief in the East St. Louis Ill., area. Manager R. L. Weseman arranged a live talent program which supplemented the film fare.

The Lincoln, Jonesboro, Ill., was to reopen under the management of Herschel Smith, Hope, Ind., who leased the house and equipment from Earl W. Lingle. . . . National Screen branch manager Herb Washburn returned from New York meetings. . . . The annual Paramount picnic was held at the Hillcrest Country Club. . . . Hugh Nesbitt, Universal salesman, was reported making a good recovery from illness in St. Luke's Hospital. . . . General creditors of the defunct McCarthy Theatre Supply Company will receive about five cents on the dollar under the final meeting arrangement of the company's creditors held last fortnight, it has been learned.

## SAN ANTONIO

Local branch offices of Cinema Arts Theatres Circuit, Dallas, were to be moved from the Josephine to the Texas Theatre Building. Tommy Powers is city manager . . . .The father of Charles Wolfe, manager, Prince, died. . . . Luis Rodriguez, assistant manager, Fiesta Drive-In, organized the Scorpian Club, which he hopes will help to combat juvenile delinquency . . . A. C. Moore, operator, Alamo, Bartlett, Tex., recently installed Pabatar lens for showing CinemaScope on the new widescreen. . . .

(*Continued on next page*)

## Drive-In Seeks Vote On Sunday Showings

**READING, PA.—The nearby Sinking Spring Drive-In, the management of which has been fined almost every week for a year for illegal Sunday operation, was reported planning to arrange a special election in November to legalize Sunday exhibition.**

**Carl Degenhart, former manager, has been recalled to duty there to head a petitioners' campaign for the election. It is claimed that the voting, if and when it is held, will indicate an overwhelming preference for Sunday movies. The taxes paid by the theatre are an important part of its township's annual revenues.**

**Only 77 names are required to put the question on the ballot.**

Antje Hublitz, left, and Mary Lou Kobarg, winners in RKO New York Theatres contest to find the city's most beautiful office girls held in connection with 20th-Fox's "Desk Set," are seen receiving Royal DeLuxe portable typewriters awarded as prizes from Harry Mandel, RKO Theatres executive.

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*Address all correspondence to—* **The A-MAN Corner** **Motion Picture Exhibitor**
**246 North Clarion St., Phila. 7, Pa.**

## Cuero, Tex., Refuses Toll-TV Franchise

SAN ANTONIO—Mayor Walter Richter, Cuero, Tex., has given the reasons for the City Council's refusal to grant the Vumore Company, a subsidiary of Video Theatres Circuit, a 20-year franchise which would allow installation of a coaxial cable on city-owned utility poles or those erected by Vumore.

For some years, according to Richter, the city has had an agreement with the Bell Telephone Company, for joint use of city-owned poles, which are a minimum 40 feet in height. For a third company to use the same poles, their height would have to be extended, or new and longer poles would have to be placed.

Purpose of the cable, according to a representative of Vumore, would have been to provide improved television reception for citizens willing to pay seven dollars per month for hookup privileges.

## "Portland Expose" Screening Brings Lawsuit Threats

PORTLAND—A rough print of "Portland Expose," screened for exhibitors here recently, touched off threats of law suits. Lindsey Parsons, Allied Artists producer, rushed a second print here by air for a second special showing, with newspapermen, attorneys, and other guests invited. A front page story in The Oregon Journal by a reporter who covered the racketeering trials here, quoted an unnamed viewer who said the picture was an insult to Portland and to labor.

Premiere of the picture was scheduled for Aug. 14 in the Oregon and Egyptian and in three United circuit drive-ins, the 82d Street, Sandy, and Family.

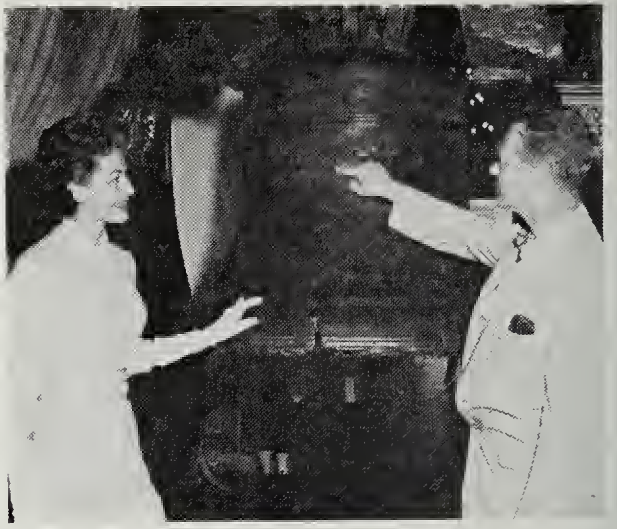
## San Antonio

(*Continued from preceding page*)

Mrs. Lois B. Briggs has been named manager, Floyd's, El Campo, Tex., operated by the Long Theatre Circuit. She replaces John Reidt, resigned. . . .Jack Fain, manager, Fain and the Dogwood Drive-In, Woodville, Tex., attended the Boy Scout Jamboree at Valley Forge, Pa., as scoutmaster from the Trinity-Neches council in southeast Texas.

## SEATTLE

Sterling key personnel who will man the circuit's new bowling lanes this fall are getting ready to take over when the architects, contractors, and construction crews have completed their work. Jack Siegmund, Sterling bowling coordinator, and Larry Bishop, bowling maintenance supervisor, attended the Brunswick Automatic Pinsetter School, where they learned how to service properly the ultra-modern automatic equipment which will be installed in the Queen Anne, Lewis and Clark, and Bellevue. Vic Solum and John Floyed were also attending the school in Los Angeles. Jack Siegmund and Roy Lowrey recently returned from an operators' school in Chicago. . . . Norma Holmes, Paramount contract clerk, married Ron Svardal.



**Cyd Charisse, star, MGM's "Silk Stockings," recently visited Philadelphia, where she is seen at the Liberty Bell with curator of Independence Hall John McCollough.**

## WASHINGTON

In connection with Washington's Summer Jubilee celebration, producer Stanley Kramer has been made an honorary committee member. Orville Crouch, eastern division manager, Loew's Theatres, is chairman of the celebration. Kramer's contribution will be a screening of his new picture, "The Pride and the Passion.". . . Joseph Brecheen, branch manager, Equity Pictures, has resigned. Sam Pike, Equity salesman, also resigned. . . . Rodney Collier, former manager, Stanley, Baltimore, Md., now is district manager for Stanley Warner here. . . . Abe Dickstein, 20th-Fox district manager, was a recent visitor. . . . The annual kick-off luncheon for the ladies, to launch Variety Club's Welfare Awards Drive, will be held Aug. 17 in the Shoreham Hotel.

Ed Rosenfeld, managing director, Trans Lux, announced that Al Josephson, formerly with the Guild, New York, has been appointed manager of the Trans Lux Plaza here. Josephson replaces Henry Perkins who has been promoted to manager of Trans Lux.

Help your WILL ROGERS HOSPITAL

**Ted Schlanger, SW Philadelphia zone manager, exhibitor chairman, Will Rogers Memorial Hospital area drive recently held a luncheon meeting for his co-workers in the drive. Seen, seated, left to right, are Jerry Wollaston, Harrisburg, Pa.; Schlanger; Ed Heiber, U-I branch manager, distributor chairman; and Ben Rosenberg, Penn-Paramount Theatres in upstate Pennsylvania; and standing, left to right, Birk Binnard, co-chairman; Sandy Gottlieb, drive-in theatres; Lewis Black, State of Delaware; Jack Greenberg, Morty Levine, New Jersey; Ward Kreag, Allentown, Pa.; Moe Koppleman, National Screen Service; Paul Klieman, independent theatres; Norman Weiss, Goldman Theatres; and Sydney Poppay, York, Pa.**

# STUDIO SURVEY

## The Editor Speaks

I WAS PLEASED and interested by the recent announcement that the C. V. Whitney production of "The Missouri Traveler" would be handled for distribution by Walt Disney's Buena Vista organization.

PAUL MANNING

Disney has for many years shown his great love for all things living in his constant dedication to beauty and grace. The sensitive quality of human understanding shines through like a beacon in all Disney's productions.

C. V. WHITNEY, while yet a comparative newcomer to the motion picture field, has already blazed a fine, wide trail with his first production, the epic "The Searchers." His distinguished service to this country in the diplomatic sphere has shown him to be a person of taste, judgement, and tact, well qualified to speak, and do, any high level task.

THE TEAMING of two such men can only result in superior screeen entertainment which will not only be of top production Films such as the soon-to-be-seen "The quality, but will also carry the real spirit of America to every corner of the globe. Missouri Traveler" will mark the start of a 1957-58 production schedule which will bring to the world the romance, strength, and the fighting heart of the United States.

A FAR CRY from the overloaded present day crop of pictures reeking with overtones of sex, violence, narcotics, pictures like "The Missouri Traveler will present instead a powerful, compelling, yet truly dignified moving canvas, pictures of the type which any family can view in a group and which contain high entertainment values for all ages.

IT IS THIS editor's pleasure and privilege to wish the union of these two men, Walt Disney and C. V. Whitney every success.

Paul Manning

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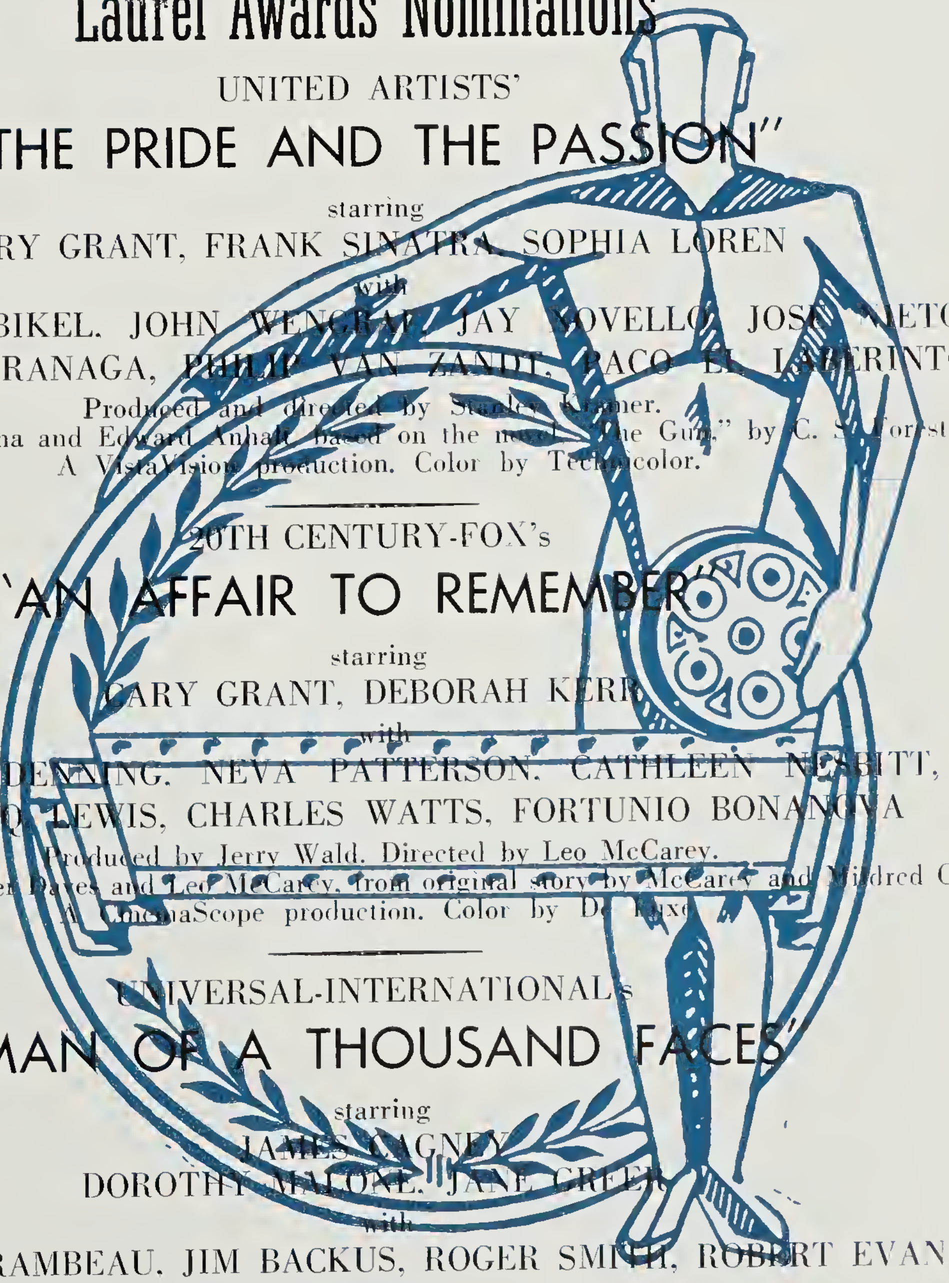
**STUDIO SURVEY** appears every fourth Wednesday as a regular **MOTION PICTURE EXHIBITOR** department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 8141 Blockburn Ave., Los Angeles 48, California. For other information, address **MOTION PICTURE EXHIBITOR**, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

**Vol. 10, No. 8** **August 7, 1957**

## Motion Picture Exhibitor Laurel Awards Nominations



UNITED ARTISTS'

### "THE PRIDE AND THE PASSION"

starring

CARY GRANT, FRANK SINATRA, SOPHIA LOREN

with

THEODORE BIKEL, JOHN WENGRAF, JAY NOVELLO, JOSE NIETO, CARLOS LARRANAGA, PHILIP VAN ZANDT, PACO EL LABERINTO

Produced and directed by Stanley Kramer.
Screenplay by Edna and Edward Anhalt, based on the novel "The Gun," by C. S. Forester.
A VistaVision production. Color by Technicolor.

20TH CENTURY-FOX's

### "AN AFFAIR TO REMEMBER"

starring

CARY GRANT, DEBORAH KERR

with

RICHARD DENNING, NEVA PATTERSON, CATHLEEN NESBITT, ROBERT Q. LEWIS, CHARLES WATTS, FORTUNIO BONANOVA

Produced by Jerry Wald. Directed by Leo McCarey.
Screenplay by Delmer Daves and Leo McCarey, from original story by McCarey and Mildred Cram.
A CinemaScope production. Color by De Luxe.

UNIVERSAL-INTERNATIONAL's

### "MAN OF A THOUSAND FACES"

starring

JAMES CAGNEY
DOROTHY MALONE, JANE GREER

with

MARJORIE RAMBEAU, JIM BACKUS, ROGER SMITH, ROBERT EVANS

A Robert Arthur production. Directed by Joseph Pevney.
Screenplay by R. Wright Campbell, Ivan Goff, and Ben Roberts, from a story by Ralph Wheelwright.
A CinemaScope production.

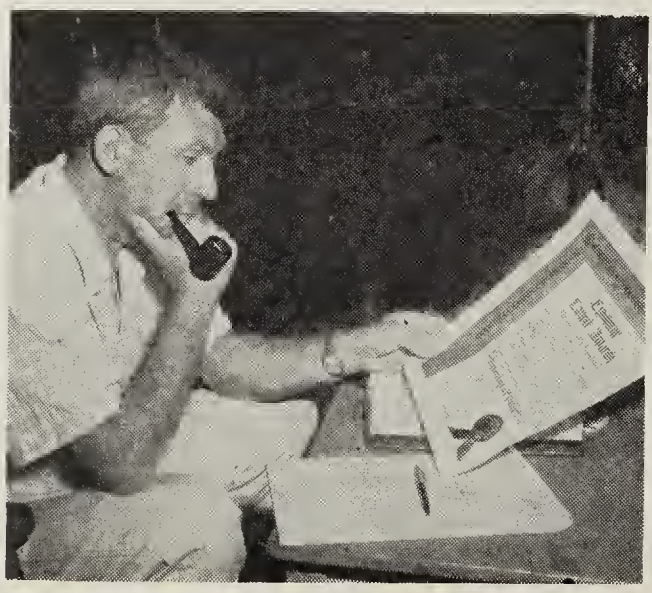
## Laurel Nominees

**BUDDY ADLER** (with Manning) producer, "Heaven Knows, Mr. Allison"

**PANDRO S. BERMAN** producer, "Something Of Value"

**SAMUEL B. ENGEL** producer, "Boy On A Dolphin"

**ROGER EDENS** producer, "Funny Face"



**RICHARD BROOKS** director, "Something Of Value'

**STANLEY DONEN** director, "Funny Face"

# GOOD THINGS TO COME FROM HOLLYWOOD . . .

## Columbia's "Jeanne Eagels"

George Sidney, producer-director, has delivered to Columbia in "Jeanne Eagels" a brilliant motion picture which shows every promise to equal, if not surpass, the smash hit calibre of his first film for that studio, the celebrated "The Eddy Duchin Story."

The pairing of Kim Novak and Jeff Chandler pays off in spades! These two do things with their exciting roles which is gilt edge insurance for heavy word-of-mouth plugs wherever the picture is played. Not to mention the dynamic marquee impact of these two stellar names, which today are high in the top ten stars in many important industry and public opinion polls of box office popularity.

It is a tour de force for both Kim and Jeff. The fireworks of their clashing, yet mysteriously blending natures, provide a screen display of pyrotechnics which will Dazzle, Delight, and Deliver. There you have a natural 3-D combination.

Add to all this the always superb talents of Agnes Moorehea dplus a cast composed of extremely competent and well chosen players, and you have "Jeanne Eagels," produced and directed by George Sidney. It should cut a high, wide, and handsome boxoffice trail in all situations. —P. M.

Seen above are three scenes from Columbia's biographical drama, "Jeanne Eagels," starring Kim Novak and Jeff Chandler. Bottom right is producer-director George Sidney, who translated the stormy life of the great actress to the screen.

MOTION PICTURE
EXHIBITOR
SERVISECTION
*The original Pink Section evaluations of features and shorts*

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SECTION TWO
VOL. 58 ● No. 15

AUGUST 7, 1957

## COLUMBIA

### No Time To Be Young (206)

MELODRAMA
82M.

ESTIMATE: Ordinary dualler on delinquency theme.

CAST: Robert Vaughn, Roger Smith, Tom Pittman, Dorothy Green, Merry Anders, Kathy Nolan, Sarah Selby, Fred Sherman, Ralph Clanton, Don C. Harvey, Bonnie Bolding. Produced by Wallace MacDonald; directed by David Rich.

STORY: Three restless youths, Robert Vaughn, Roger Smith, Tom Pittman, are dissatisfied with their lives and decide to hold up a super market and flee to Mexico. Vaughn is forced to kill a cashier. The other two are apprehended, but he attempts to make his escape in a stolen truck. He is killed in a smash-up.

X-RAY: There is nothing very much to make this different from other shows on the same theme. The problem of juvenile delinquency has been covered far more effectively. The low budget shows through, and its redeeming feature is the introduction of a few interesting new faces, particularly Vaughn. It is obviously aimed at the teenagers and may please the least discriminating among them as the second half of a dual bill with youth appeal. Screenplay is by John McPartland and Raphael Hayes. It bears a Legion of Decency "B" rating.

TIP ON BIDDING: Program rates.

AD LINES: "The Story Of Today's 'Get Lost' Generation"; "They Crowded A Lifetime Of Kicks Into One Night. . .Every Night."

### Pickup Alley (208)

MELODRAMA
92M

(CinemaScope)

ESTIMATE: Fast meller should please action fans.

CAST: Victor Mature, Anita Ekberg, Trevor Howard, Bonar Colleano, Andre Morell, Martin Benson, Dorothy Alison, Peter Illing, Eric Pohlmann, Sydney Tafler, Alec Mango, Danny Green, Yana, Sidney James, Marne Maitland, Harold Kasket, Van Boolen, Brian Nissen, Peter Elliott, Charles Lloyd Pack, Al Mulock, Alfred Burke, Maurice Browning, Cyril Shaps, Paul Stassino, Gaylord Cavallaro, Brian Wilde, Russell Waters, Richard Molinas, Wolfe Morris. Produced by Irving Allen and Albert R. Broccoli; directed by John Gilling; a Warwick production.

STORY: Narcotics agent Victor Mature follows Anita Ekberg, accomplice in a dope smuggling ring led by Trevor Howard, all over Europe. She is arrested and tells police that Howard is sending a huge dope shipment to New York. Mature figures out the smuggling trick and kills Howard.

X-RAY: This interesting meller is long on action and short on words and benefits from that happy state of affairs. Mature is a properly tight lipped hero, Ekberg a treat for the men, and Howard an interesting villain. Wonderful photography all over Europe adds to the film's entertainment potential. This one should please practically all moviegoers. Also interesting is the working of Interpol, the international police force, which figures prominently in the film. Screenplay is by John Paxton.

TIP ON BIDDING: Better program rates.

AD LINES: "Intrigue! Adventure! In The World's Most Dangerous Pickup Alleys"; "Help Catch The World's Most Wanted Woman On A Hunt Through The Sin-Alleys Of Europe."

## PARAMOUNT

### Omar Khayyam (5615)

DRAMA
101M.

(VistaVision) (Technicolor)

ESTIMATE: Colorful drama of days of old.

CAST: Cornel Wilde, Michael Rennie, Debra Paget, John Derek, Raymond Massey, Yma Sumac, Margaret Hayes, Joan Taylor, Sebastian Cabot, Perry Lopez, Morris Ankrum, Abraham Sofaer. Produced by Frank Freeman, Jr., directed by William Dieterle.

STORY: Back in Persia in the 11th century, poet-mathematician Cornel Wilde is beloved by all. He loves Debra Paget, but she is pledged to become one of the wives of ruler Raymond Massey. He is given a post as advisor to Massey. He and Paget still love each other but their meetings are few. Wilde plans strategy for Massey and favored son John Derek to wipe out invading enemies. Perry Lopez, the other son, who is in disfavor, allies his forces to the assassins, who have been picking off nobles of the court and have even made attempts on the life of Massey. Their strength is considerable, and Wilde learns eventually that they are led by Michael Rennie and have quarters atop a mountain in the country. He devises a plan to eliminate them as a wounded Massey and Derek return weak in numbers but victorious. Lopez is on his way with his force to give them battle. Massey dies of his wounds, and Derek gives Wilde a free hand. He directs an attack on Lopez, destroys him, and also destroys the assassins and Rennie with fire and explosions. Naturally, Derek will make it possible for Wilde and Paget to wed.

X-RAY: There is no doubt but that a lot of care and attention have gone into this entry with much that is colorful and interesting resulting. If audiences are prepared to accept the poetry and ancient wisdom of Omar Khayyam as portrayed by Cornel Wilde, everything should be fine. If, on the other hand, they refuse to take some of the proceedings seriously, a problem arises. A sneak preview audience laughed and snickered in the wrong places when the film was shown unexpectedly. There is quite a bit of action as well as some romance, suspense, and drama to be found here. It is the first of this type of subject to emerge in some time, which could be of help. The cast is efficient and the direction and production are okay. It was written by Barre Lyndon. Songs heard include "The Loves of Omar Khayyam," "Take My Heart," and "Lament."

TIPS ON BIDDING: Higher program rates.

AD LINES: "Action And Adventure In The Days of Old"; "An Amazing Screen Spectacle."

## RANK

### Value For Money

COMEDY
93M

(English-made)

(VistaVision) (Technicolor)

ESTIMATE: Amusing entry for art and specialty spots.

CAST: John Gregson, Diana Dors, Susan Stephen, Derek Farr, Frank Pettingell, Jill Adams, Charles Victor, James Gregson. Directed by Ken Annakin, produced by Sergei Nolbandov.

STORY: John Gregson inherits his father's rag business as well as his caution about spending money, and his outlook angers fiancee Susan Stephen. He is finally persuaded to go out on a night on the town when the other men go to see their local football team in action. They wind up in a night club where he falls for blonde chorine Diana Dors, who can't believe he is wealthy. He invites her home for a visit and starts spending recklessly. When he proposes, Dors accepts, but when she starts spending his money, he is deeply affected and decides to try and break it off. The lesser of two evils is to marry Stephen who has a more reasonable outlook, and he arranges for Dors to meet a nobleman wealthier than is he. Everything is straightened out come the end.

X-RAY: There are a number of amusing moments to be found here, and art and specialty audiences may find it light, cheery, and funny. An art house audience before which it was sneak previewed seemed to enjoy the proceedings with a number of laughs in evidence. The cast is adequate, and the direction and production are okay. The name and figure of Dors have become a bit familiar over here, and this may be of help in the selling. The screenplay is by R. F. Delderfield and William Fairchild. Songs "Toys For Boys" and "Dolly Polka" are heard. This bears a Legion of Decency "B" rating.

AD LINES: "She Wants To Spend . . . He Wants To Save . . . When They Get Together, Fun For All"; "A Romantic Comedy That Provides Fun For All"; "The Girl They're All Talking About . . . She Wanted 'Value For Money.'"

## REPUBLIC

### Pawnee

WESTERN
80M.

(Trucolor)

ESTIMATE: For lower half.

CAST: George Montgomery, Bill Williams, Lola Albright, Francis J. McDonald, Robert E. Griffin, Dabbs Greer, Kathleen Freeman, Charlotte Austin, Ralph Moody, Anne Barton, Raymond Hatton, Charles Horvath, Robert Nash. Produced by Jack J. Gross and Philip N. Krasne; directed by George Waggner.

STORY: George Montgomery has been brought up by the Pawnees since his white parents died and is considered a second son to the chief. He saves the lives of Francis J. McDonald and his niece, Lola Albright, when they become separated from their wagon train after hot-blooded Charles Horvath, son of the chief, attacks. Montgomery receives permission to join the wagon train and observe the ways of whites, leaving Indian maiden Charlotte Austin. He falls in love with Albright although wagon train boss Bill Williams goes for her also and tries to save the train from attack when Horvath takes over as the old chief dies. He proves his loyalty by bringing the cavalry in the nick of time. He and Albright plan to wed when peace returns.

X-Ray: The kiddies may get a boot out of the action sequences to be found here; otherwise, it's another story entry for the lower half with the usual number of wagons, white settlers, hot blooded Indians, a cute Indian chick, and the white man who grew up with the Indians. The cast is average as are the direction and production. The screenplay is by George Waggner, Louis Vittes, and Endre Bohem.

Ad Lines: "The Pawnees On The Warpath"; "Was He Indian Or White Man . . . Both Sides Wanted To Know"; "Hard Riding And Fast-Moving Action Follow The Pawnees On The War Path."

## 20th-FOX

### Apache Warrior (731)

Western 74m.

(RegalScope)

Estimate: Okay programmer.

Cast: Keith Larsen, Jim Davis, Rodolfo Acosta, John Miljan, Eddie Little, Michael Carr, George Keymas, Lane Bradford, Eugenia Paul, Damian OFlynn. Produced by Plato Skouras; directed by Elmo Williams.

Story: While peace reigns between Apaches and whites, still there are renegades that stir up occasional trouble. One such is Rodolfo Acosta, who is finally captured by scout Jim Davis and Apache soldier Keith Larsen. Larsen is in love with Eugenia Paul, daughter of chief John Miljan, and he sends his brother to arrange for their marriage. The brother is killed by jealous troublemaker George Keymas, and Larsen goes after him despite orders. He kills Keymas and is arrested and sentenced to jail. En route, he, Acosta, and several others escape. He parts company from Acosta after a fight, rejoins Paul and Miljan, and arranges for their escape, but the arrival of bounty hunters complicates things until Davis shows up. Together they battle the human vultures.

X-Ray: Youngsters may get a special boot out of the screen proceedings, and there is enough intrigue, action, and atmosphere to satisfy many adults. It should do okay as a lower half entry, and it contains adequate performances, okay direction, and suitable production. The screenplay is by Carroll Young, Kurt Neumann, and Eric Norden, based on a story by Young and Neumann.

Tip on Bidding: Program price.

Ad Lines: "The Story of Apache Revenge", "Army Scouts Go After Apache Renegades"; "An Action-Packed Tale Of Apache Renegades In Action."

### Back From the Dead (734)

Melodrama 79m.

(RegalScope)

Estimate: Psychological horror entry for lower half.

Cast: Peggie Castle, Arthur Franz, Marsha Hunt, Don Haggerty, Marianne Stewart, Evelyn Scott, Helen Wallace, Jeanne Wood. Produced by Robert Stabler, directed by Charles Marquis Warren.

Story: Pregnant Peggie Castle, second wife to Arthur Franz, begins to hear voices at their beach cottage which is also occupied by her sister, Marsha Hunt, and eventually has a miscarriage. Her mind is affected so that she believes she is really the first wife of Franz, who was drowned. Meanwhile, Franz introduces Hunt to Don Haggerty so that a possible romance begins to blossom. Castle acts like his first wife, taking up with some spiritualist manipulators. The fakers lose their grip on Castle and with Hunt's help she pulls through.

X-Ray: You've got to be pretty good to follow what's going on here, what with a confused yarn that nobody could believe. A competent cast is forced to flounder. Direction is fair, as is the production. It's for the lower half as filler and is being teamed with "The Unknown Terror" in some engagements. Catherine Turney gets credit for the screenplay, based on her novel, "The Other One."

Tip on Bidding: Program price.

Ad Lines: "Wife Back From The Dead Haunts Husband And Second Wife"; "An Eerie Tale Of Spirits," "Do You Believe In The Mysterious Unknown?"

### Sea Wife (737)

Drama 82m.

(CinemaScope)

(Color by DeLuxe)

Estimate: Off-beat film has angles.

Cast: Richard Burton, Joan Collins, Basil Sydney, Cy Grant, Ronald Squire, Joan Hickson, Nora Nicholson, Edith Saville, John Wood. Produced by Andre Hakim; associate producer and director; Bob McNaught.

Story: Richard Burton lands in England and inserts ads in the personal columns trying to get in touch with 'Sea Wife." A flashback shows a small ship leaving Singapore during the war and being torpedoed by a Jap submarine. One of the rafts contains four survivors, nun Joan Collins nicknamed "Sea Wife," Richard Burton nicknamed "Biscuit," businessman Basil Sydney nicknamed "Bulldog," and Negro purser Cy Grant, "Number Four." Since Collins is without her habit, Burton falls in love with her despite her attempts to discourage him. Sydney dislikes Negroes. They eventually get to an island and build a raft. Sydney leaves Grant behind in a surprise move and when Grant attempts to catch up, a shark attacks him. Eventually, they are saved, and Burton is separated from the others. His ads are seen by Sydney in a nursing home and he tells Burton that "Sea Wife" is dead as far as he's concerned. As he leaves, he passes a pair of nuns, one of whom is Collins. He doesn't pause, whereupon she comments that no one ever looks at the face of a nun as she goes her way.

X-Ray: Some excitement and an unusual situation fraught with dramatic possibilities are to be found in this colorful tale of ship's survivors. Interest is fairly well maintained throughout and the acting is competent, with the direction and production okay. A little extra selling may prove of help in the return department. There is no screenplay part of the program. There is no screenplay credit, but it is based on the novel by J. M. Scott.

Tip on Bidding: Fair program rates.

Ad Lines: "Did Anything Happen Between Them?" "Don't Miss This Thrill-Packed Tale Of A Man And A Woman And The Horrors They Faced"; "A Yarn About The Sea To Be Remembered"; "One Of The Most Challenging Stories Of Faith Ever Told."

### The Unknown Terror (733)

Melodrama 77m.

(RegalScope)

Estimate: Mediocre horror item.

Cast: John Howard, Mala Powers, Paul Richards, May Wynn, Gerald Milton, Sir Lancelot. Produced by Robert Stabler, directed by Charles Marquis Warren.

Story: The mysterious disappearance of the brother of Mala Powers in a South American country has Powers, her husband John Howard, and crippled friend Paul Richads searching for him. They come across mysterious Indians, scientist Gerald Milton, who is working with fungus, and finally the cave where they find dripping fungus, abnormal creatures, and evidence that her brother is dead. Howard is killed and Powers and Richards get away after sealing the deadly fungus in the cave. They are free to resume their original romance.

X-Ray: Lots of conversation, an atmosphere of mystery that seems lacking, a story that gets carried away with itself, and fair performances, direction, and production are found in this entry best suited for the lower half as filler. It was written by Kenneth Higgins. It is being suggested that it be played as part of a package with "Back From The Dead."

Tip on Bidding: Program rates.

Ad Lines: "Horror Strikes With Unknown Terror"; "What Was To Be Found In The Cave Of Death?"; "Horror That Could Destroy The World Unleashed In The Cave Of Death."

### Will Success Spoil Rock Hunter? (732)

Comedy 94m.

(CinemaScope)

(Color by DeLuxe)

Estimate: Wacky comedy has limited appeal.

Cast: Jayne Mansfield, Tony Randall, Betsy Drake, Joan Blondell, John Williams, Henry Jones, Lili Gentle, Mickey Hargitay, Georgia Carr. Produced, directed, screenplay by Frank Tashlin.

Story: TV commercial writer Tony Randall, to save his job, attempts to get the endorsement for a lipstick account of screen siren Jayne Mansfield. She agrees in return for his promise to help make her boy friend jealous. Getting a reputation as a great lover boosts Randall's professional stock to the point where he is made president of his firm, but in the process he loses girl friend Betsy Drake. He finally realizes that success is not measured by money and retires with Drake to the chicken farm of his dreams.

X-Ray: This is a zany screen adaption of the successful stage play. The play was a hit primarily because of Jayne Mansfield's imposing superstructure, and the film's chief assets are also anatomical. There are a few amusing scenes spoofing TV, but much of the comedy is too silly to be completely entertaining. The color is nice, and the opening credits are clever. Best chances for this seem to be in metropolitan areas where the name of the play might be familiar. In other spots, Mansfield's appearance can be exploited.

Tip on Bidding: Higher program rates or higher, depending on situation.

Ad Lines: "Hollywood's Sex Bomb Explodes In New York. . .And The Result Is Hilarious Film Fun"; "Broadway's Wackiest Comedy Is Hollywood's Biggest Laugh Riot."

## UNITED ARTISTS

### The Fuzzy Pink Nightgown

Comedy 87m.

(Russ-Field)

Estimate: Too much talk, too few laughs.

Cast: Jane Russell, Keenan Wynn, Ralph Meeker, Adolphe Menjou, Fred Clark, Una Merkel, Benay Venuta, Robert H. Harris, Bob Kelley, Dick Haynes, John Truax, Milton Frome. Produced by Robert Waterfield; directed by Norman Taurog.

Story: Movie star Jane Russell is kidnapped by Ralph Meeker and Keenan Wynn on the eve of her latest film's premiere. Neither is really a criminal, Meeker having just been released from prison after serving time for a crime he did not commit. Russell fears everyone will think the affair a publicity stunt, ruining her career. Both kidnappers fall in love with her and want to forget the whole thing. Meeker realizes the adverse publicity will ruin her, and decides to go through with the formalities of the kidnapping. He asks studio boss Adolphe Menjou for $100,000 ransom. Detective Fred Clark figures the case out, knowing Meeker and Wynn. Wynn loses his nerve and fails to pick up the ransom. The boys have not committed any crime. Russell and Meeker are in love.

X-Ray: Based on the novel by Sylvia Tate, this spoof on an actress' kidnapping suffers from an abundance of talk and too few

(*Continued on page 4363*)

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*(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)*

## Reviews

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laughs. The story line is repetitious, and the emphasis keeps switching from comedy to more serious plot development. None of the principals get too much of a chance to impress, burdened as they are with a rather unwieldy script. There are a few laughs, and the Russell name may draw some. On the whole, however, it remains strictly program fare. Screenplay is by Richard Alan Simmons.

Tip on Bidding: Fair program rates.

Ad Lines: "The Most Hilarious Kidnapping In History"; "A Madcap Mixture Of Crime And Romance."

## U-INTERNATIONAL

### That Night (RKO) (5731)

Drama
88m

Estimate: Heart attack made interesting.

Cast: John Beal, Augusta Dabney, Malcolm Broderick, Dennis Kohler, Beverly Lunsford, Shepperd Strudwick, Rosemary Murphy, Bill Darrid, Joe Julian. Produced by Himan Brown, directed by John Newland.

Story: John Beal is a writer of TV commercials under pressure not only at the office but at home, with a new house on his back and bills around. He keeps all sorts of hours commuting to and from the suburbs. One night homeward bound he gets a heart attack. He is taken off a train and hospitalized in a city hospital until his wife, Augusta Dabney, and doctor Shepperd Strudwick are notified. He is transferred to a private institution. For a time it's touch and go, and then he is on the road to recovery. He vows to go on at a pace that will permit him to enjoy life, family, and home. He gets a chance to be a proper father and husband for the first time in years.

X-Ray: Everywhere you turn these days you hear about heart attacks which hit the big and the small, the wealthy and the poor. Here is a man undergoing such an experience and the side effects that act on his home and business life. It's thoroughly interesting and at times fascinating as a realistic job is turned in by a fine cast headed by John Beal, who makes the heart attack most authentic. Direction and production are superior. Now comes the thought, how will it be accepted by audiences? Will they cringe at the thought of witnessing a man going through a heart seizure on screen? This is something that must be tested before answers can be given. The end result on screen is certainly absorbing. The story and screenplay are by Robert Wallace and Jack Rowles.

Tip on Bidding: Depends on individual situation.

Ad Lines: "This Could Happen To You. . . Would You Know What To Do?"; "A Fascinating Film About A Subject Close To The Heart."

## WARNERS

### The James Dean Story (623)

Novelty
82m.

Estimate: Novelty for lower half depends on Dean addicts for draw.

Credits: With James Dean. Produced and directed by George W. George and Robert Altman; narration by Martin Gabel. Written by Stewart Stern. Still sequences photographed by Camera Eye Pictures, Inc.

Story: This is the life story of James Dean, Indiana farm boy, who became a film star, but who remained restless, moody, unsatisfied, lonely, a seeker after speed and perfection until he died in a highway automobile accident.

X-Ray: This real life story of one of the most talked about stars of our time unfolds as a different kind of motion picture. Its success will depend upon its reception by the Dean addicts. If they still worship him—they will eat this up. Although the subject matter is a trifle late (Dean has been dead two years), and the film is a trifle long considering its type, it is a most skillful editing job and a credit to its producers. The combination of black and white motion pictures with the hundreds of photographed stills has been adroitly done so that one gets the impression of a moving whole.

Tip on Bidding: Program rates.

Ad Lines: "The Real Story Of The Most Talked About Star Of Our Time"; "Never-Before-Seen Film Of Star James Dean";

### The Pajama Game (624)

Musical
101m.

(WarnerColor)

Estimate: Bright, highly entertaining.

Cast: Doris Day, John Raitt, Carol Haney, Eddie Foy, Jr., Reta Shaw, Barbara Nichols, Thelma Pelish, Jack Straw, Ralph Dunn, Owen Martin, Jackie Kelk, Ralph Chambers, Mary Stanton, Buzz Miller, Kenneth Leroy. Produced and directed by George Abbott and Stanley Donen.

Story: Pajama factory superintendent John Raitt falls for union leader Doris Day and gets involved in a labor hassle over a 7½ cent per hour raise. He finds out that boss Ralph Dunn can very well afford it, and all ends happily.

X-Ray: This musical hit has been faithfully transfered to the screen, and the result is a bright and showy entertainment package that should have wide appeal. Doris Day is wonderful in the singing and acting aspects of her role, and John Raitt, long a Broadway musical star, while still a bit stiff as an actor, makes you forget all about that when he lifts his voice in song. Happily, the accent is on the musical numbers, all of them wonderfully gay and imaginative. Eddie Foy, Jr., and Carol Haney repeat the roles they originated on the stage and provide excellent comedy support to the principals. This is fine escapist entertainment, and since so many of the play's songs were big hits, each exhibitor has a natural selling angle. Unless musicals are absolutely dead in your area, you should do well with this one. Screenplay is by Abbott and Richard Bissell. This bears a Legion of Decency 'B' rating.

Tip on Bidding: Higher rates.

Ad Lines: "Broadway's Brightest Musical Hit Becomes The Screen's Happiest Tune-Filled Smash."

# ALPHABETICAL GUIDE

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| | A.A. | COLUMBIA | M.G.M. | PARAMOUNT | RANK | REPUBLIC | 20th-FOX | U.A. | UNIVERSAL | WARNERS | MISC. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NOW IN GENERAL RELEASE | **The Persuader** James Craig, Kristine Miller<br>**Destination 60.000** Preston Foster, Jeff Donnell<br>**The Oklahoman** (CS-C) Joel McCrea, Barbara Hale<br>**Storm Out Of The West** Dale Robertson, Lois Maxwell, Derek Bond<br>**Let's Be Happy** (CS-TC) Tony Martin, Vera-Ellen<br>**Spook Chasers** Bowery Boys<br>**Hot Rod Rumble** Leigh Snowden, Wright King<br>**Aqua Dive Girl** Mara Corday, Pat Conway<br>**Love In The Afternoon** Gary Cooper Audrey Hepburn Maurice Chevalier | **Beyond Mombasa** (TC) Cornel Wilde, Donna Reed<br>**Calypso Heat Wave** Johnny Desmond, Merry Anders<br>**The Night The World Exploded** Kathryn Grant, William Leslie<br>**The Giant Claw** Jeff Morrow, Mara Corday<br>**The Heart Of Show Business** (Ralph Staub)<br>**Fire Down Below** (CS-TC) Rita Hayworth, Robert Mitchum, Jack Lemmon<br>**20 Million Miles To Earth** William Hopper, Joan Taylor<br>**The 27th Day** Gene Barry, Valerie French<br>**Jeanne Eagels** Kim Novak Jeff Chandler | **This Could Be The Night** (CS) Jean Simmons, **Paul Douglas, Joan Blondell**<br>**The Little Hut** (C) Ava Gardner, Stewart Granger, **David Niven**<br>**The Seventh Sin** (CS) Eleanor Parker, Bill Travers, George Sanders<br>**Something Of Value** Rock Hudson, Dana Wynter, Wendy Hiller<br>**Man On Fire** Bing Crosby Inger Stevens Mary Fickett<br>**Silk Stockings** (CS-Color) Fred Astaire Cyd Charisse Janis Paige | **Gunfight At The O.K. Corral** (VV-TC) Burt Lancaster, Kirk Douglas, Rhonda Fleming<br>**The Lonely Man** (VV) Jack Palance, **Anthony Perkins,** Elaine Aiken<br>**For Whom The Bell Tolls** (RE) (TC) Gary Cooper, Ingrid Bergman<br>**The Delicate Delinquent** (VV) Jerry Lewis Darren McGavin<br>**Beau James** (VV-TC) Bob Hope Vera Miles Paul Douglas<br>**Loving You** Elvis Presley Lizabeth Scott Wendell Corey (VV-TC) | **Value For Money** (TC-VV) John Gregson Diana Dors<br>**Triple Deception** (TC-VV) Michael Craig<br>**The Third Key** Jack Hawkins | **Duel At Apache Wells** Anna Marie Alberghetti, Ben Cooper Jim Davis<br>**Affair In Reno** John Lund, Doris Singleton, John Archer<br>**Hell's Crossroads** Stephen MacNally, Peggie Castle, Barton MacLane<br>**Spoilers Of The Forest** (C) Rod Cameron, Vera Ralston<br>**Man In The Road** Derek Farr, Ella Raines (England)<br>**The Weapon** Steve Cochran, Lizabeth Scott, Herbert Marshall<br>**Beginning Of The End** Peter Graves, Peggie Castle<br>**The Unearthly** John Carradine, Allison Hayes | **Island In The Sun** [illegible] James Mason Joan Fontaine Dorothy Dandridge<br>**Lure Of The Swamp** Marshall Thompson Joan Vohs<br>**God Is My Partner** Walter Brennan Marion Ross<br>**Bernardine** (CS-C) Pat Boone, Terry Moore, Janet Gaynor<br>**A Hatful Of Rain** (CS) Eva Marie Saint, Don Murray, Lloyd Nolan<br>**The Abductors** Victor McLaglen, Fay Spain<br>**An Affair To Remember** (CS-C) Cary Grant, Deborah Kerr, Richard Denning<br>**Apache Warrior** Keith Larsen Jim Davis | **Gun Duel In Durango** George Montgomery, Ann Robinson<br>**Saint Joan** Richard Widmark, Jean Seberg<br>**Sweet Smell Of Success** Burt Lancaster, Susan Harrison, Tony Curtis<br>**Trooper Hook** Joel McCrea, Barbara Stanwyck<br>**The Big Caper** Rory Calhoun, Mary Costa<br>**Bayou** Peter Graves, Lita Milan<br>**The Monster That Challenged The World** Tim Holt, Audrey Dalton | **The Kettles On Old MacDonald's Farm** Marjorie Main, Parker Fennelly<br>**The Girl In The Kremlin** Lex Barker, Zsa Zsa Gabor<br>**The Deadly Mantis** Craig Stevens<br>**Man Afraid** (CS) George Nader, Phyllis Thaxter, Tim Hovey<br>**The Young Stranger** James MacArthur, Kim Hunter<br>**Tammy And The Bachelor** (CS-TC) Debbie Reynolds Leslie Nielsen<br>**Joe Butterfly** (CS-TC) Audie Murphy George Nader Burgess Meredith<br>**The Midnight Story** (CS) Tony Curtis, Marisa Pavan, Gilbert Roland | **Deep Adventure** (C) Ross Allen Dottie Lee Phillips<br>**A Face In The Crowd** Andy Griffith Patricia Neal<br>**The D.I.** Jack Webb, Don Dubbins, Jackie Loughery<br>**The Prince And The Showgirl** (TC) Marilyn Monroe, Laurence Olivier<br>**X—The Unknown** Dean Jagger<br>**The Curse Of Frankenstein** (C) Peter Cushing, Hazel Court | **Johnny Tremain** (TC) (Disney) Hal Stalmaster, Luana Paten, Jeff York (BuenaVista)<br>**Drag Strip Girl** Steve Terrell Fay Spain (American Int.)<br>**Rock All Night** Dick Miller and Platters (American Int.)<br>**Bambi** (TC) (Disney) (RE) (Buena Vista) |
| PROMISED FOR EARLY RELEASE | **Daughter Of Dr. Jekyll** John Agar Gloria Talbott<br>**Dino** Sal Mineo Susan Kohner Brian Keith<br>**The Disembodied** Paul Burke Allison Hayes<br>**Cyclops** James Craig Gloria Talbott Lon Chaney, Jr.<br>**Portland Expose** Edward Binns Virginia Gregg<br>**Death In Small Doses** Peter Graves Mala Powers<br>**From Hell It Came** Tod Andrews Tina Carver | **The Young Don't Cry** Sal Mineo James Whitmore<br>**No Time To Be Young** Robert Vaughn Dorothy Green<br>**Town On Trial** John Mills Barbara Bates<br>**Pickup Alley** (CS) Victor Mature Anita Ekberg | **Tip On A Dead Jockey** (CS) Robert Taylor Dorothy Malone<br>**Decision Against Time** Jack Hawkins (England)<br>**Gun Glory** (CS-C) Stewart Grainger Rhonda Fleming | **Omar Khayyam** (VV-TC) **Cornel Wilde, Debra Paget**<br>**Cecil B. DeMille's The Ten Commandments (VV-TC) (Special Engagements)** | **The Black Tent** (TC-VV) Anthony Steel<br>**A Town Like Alice** Virginia McKenna<br>**The Gentle Touch** (T) George Baker<br>**As Long As They're Happy** (EC) Jack Buchanan Diana Dors | **Journey To Freedom** Jacues Scott Geneviv Aumont<br>**Time Is My Enemy** Dennis Price Renee Asherson<br>**The Lawless Eighties** Buster Crabbe Marilyn Saris<br>**Pawnee** (C) G. Montgomery, Lola Albright<br>**Last Stagecoach West** Jim Davis, Mary Castle<br>**Taming Sutton's Gal** John Lupton, Gloria Talbott | **Will Success Spoil Rock Hunter** (CS-C) Jayne Mansfield, Tony Randall<br>**Seawife** (CS-C) Richard Burton, Joan Collins<br>**Forty Guns** (CS) Barbara Stanwyck, Gene Barry, Barry Sullivan<br>**The Unknown Terror** Paul Richards, Mala Powers<br>**Back From The Dead** Arthur Franz, Peggie Castle, Marsha Hunt | **The Vampire** John Beal, Coleen Gray<br>**The Monte Carlo Story** (TC) Marlene Dietrich, Vittorio De Sica<br>**The Fuzzy Pink Nightgown** Jane Russell, Keenan Wynn<br>**Valerie** Sterling Hayden, Anita Ekberg<br>**Jungle Heat** Lex Barker, Mari Blanchard<br>**My Gun Is Quick** Robert Bray<br>**Lady Of Vengeance** Dennis O'Keefe, Ann Sears | **Interlude** (CS-TC) June Allyson, Rossano Brazzi<br>**Doctor At Large** (VV-C) (English) Dirk Bogarde<br>**Run Of The Arrow** (TC) Rod Steiger, Sarita Montiel<br>**Joe Dakota** (C) Jock Mahoney Luana Patten<br>**Night Passage** (TC) James Stewart Audie Murphy Dianne Foster<br>**The Land Unknown** (CS) Jock Mahoney, Shawn Smith<br>**Jet Pilot** (TC) John Wayne, Janet Leigh | **Band Of Angels** ( Clark Gable Yvonne DeCarlo<br>**Rising Of The Moon** Frank Lawton Denis O'Dea<br>**The James Dean Story** James Dean<br>**The Pajama Game** (C) Doris Day John Raitt Carol Haney | **I Was A Teenage Werewolf** Michael Landon Yvonne Lime (American-Int.)<br>**Invasion Of The Saucer Men** Steve Terrell Gloria Castillo (American-Int.) |

**SYMBOLS USED ABOVE:** CS—CinemaScope, C—Color, RE—Reissue, TC—Technicolor, VV—VistaVision—Name of country, other than U.S.A., indicates import.

# TRIPLE BARRELED ACTION HI

THE FATHER WHO KILLED!
THE SON WHO EXPLODED!
THE WOMAN WHO TEASED!

The whole hate-ridden town had a name for him . . . this renegade who lived up to his father's gun!

# OUTLAW'S SON

Starring
DANE CLARK · BEN COOPER · LORI NELSON · Co-starring ELLEN DREW
with CHARLES WATTS · CECILE ROGERS · JOSEPH "BUCKO" STAFFORD
Screenplay by RICHARD ALAN SIMMONS · Music by LES BAXTER · Executive Producer AUBREY SCHENCK
Produced by HOWARD W. KOCH · Directed by LESLEY SELANDER · A BEL-AIR Production

THR
UA

MOTION PICTURE
EXHIBITOR

AUGUST 14, 1957 VOLUME 58 NUMBER 16
IN TWO SECTIONS • THIS IS SECTION ONE

***Should We Oppose Toll-Television?***

letters

## Two Stockholders Sue L. B. Mayer

*(page 6)*

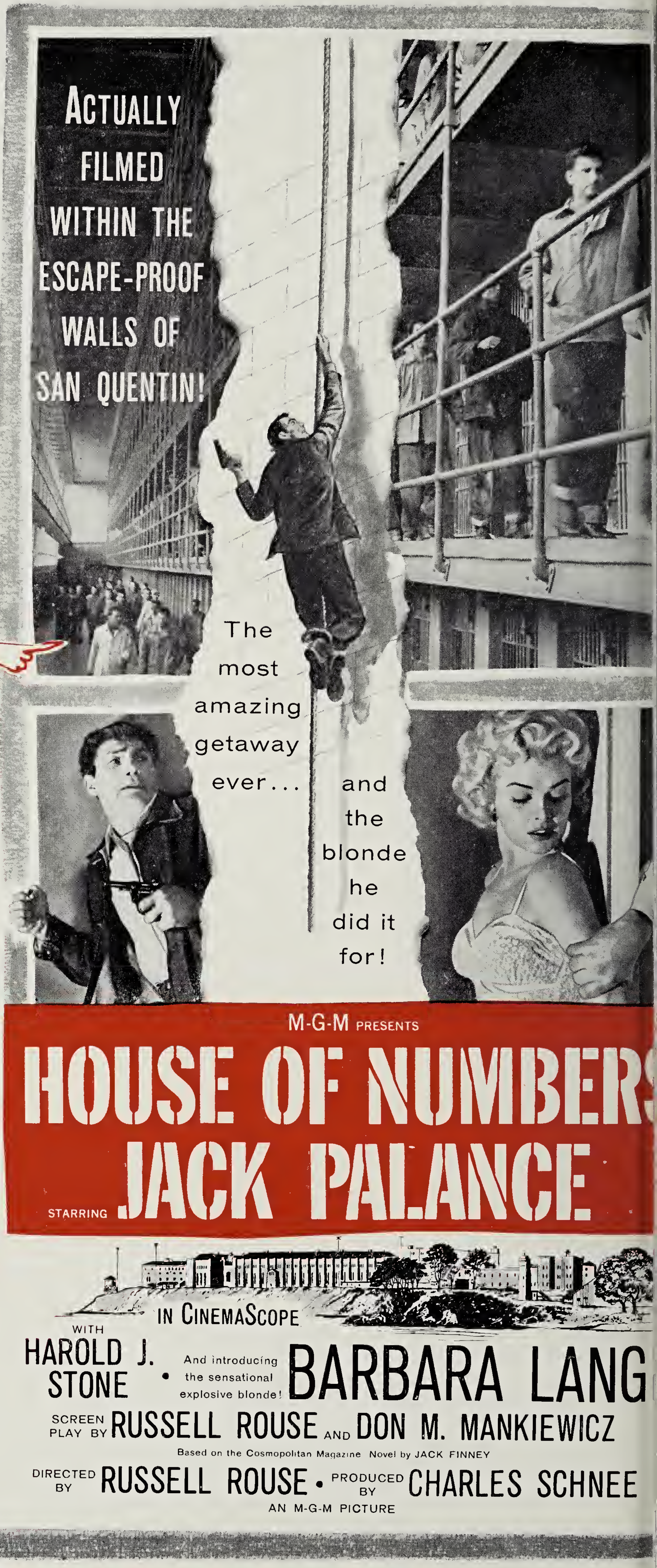
## U-I Backlog Leased To TV

*(page 6)*

**AND FEATURING:**
**PHYSICAL THEATRE-EXTRA PROFITS**

**Rube Jackter, veteran Columbia sales executive, was recently promoted to post of general sales manager in top-echelon reshuffling of personnel.**

"Can you take the SUSPENSE?"
-Si



ACTUALLY FILMED WITHIN THE ESCAPE-PROOF WALLS OF SAN QUENTIN!

The most amazing getaway ever... and the blonde he did it for!

M-G-M PRESENTS

HOUSE OF NUMBER

STARRING JACK PALANCE

IN CINEMASCOPE

WITH HAROLD J. STONE • And introducing the sensational explosive blonde! BARBARA LANG

SCREEN PLAY BY RUSSELL ROUSE AND DON M. MANKIEWICZ

Based on the Cosmopolitan Magazine Novel by JACK FINNEY

DIRECTED BY RUSSELL ROUSE • PRODUCED BY CHARLES SCHNEE

AN M-G-M PICTURE

**THERE'S MONEY IN BIG PRISON-BREAK ATTRACTIONS!**

This is the first BIG one in a long time and a honey. Sell it with sock and excitement!

**Keep ads** *(sample above)* **and lobby alive with action!**

MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

AUGUST 14, 1957
VOLUME 58 NUMBER 16

## BIDDING . . . AS AN EXPERIENCED DISTRIBUTOR SEES IT

Every now and then a letter arrives from an unexpected source, that is so intimate in detail and so sincere in tone, that you read it several times in order to savor every word. Such a letter is the following, received currently from a well-known executive who has devoted his entire lifetime to the distribution of motion pictures. In the usual manner, and through a tremendous store of practical field experience, he worked his way up into the top echelon of distribution executives, so his views must be considered to have merit.

Here they are on the subject of competitive bidding:

*"I have followed with considerable interest your surveys and editorials in MOTION PICTURE EXHIBITOR on the subject of Competitive Bidding, and believe me I agree with you that it is one of the ugliest things to ever happen to this industry.*

*"Down through the years I don't know of any other one thing that has so upset the normal trade relations, and so destroyed the normal good-will between supplier and customer that does seem to exist in every other business. I have always done "a burn" when some competing exhibitor would come along, and would insist on bidding against an established customer. I might be very happy with my established customer, and with the 40 per cent average he paid me year after year, and I might have no respect at all for the competing exhibitor, for his honesty, for his business methods, or for his theatre. And my customer might be very happy with our deal, and with the profit he made on our pictures that enabled him to run a first-class theatre and to amortize its first-class equipment, and he might even pay me that 40 per cent average on my weaker shows in order to keep me happy too. But, because some yokel comes along who wants to force my customer to buy him out, or who is losing money himself and wants to make everyone else do likewise, I must turn on my good customer and help destroy him.*

*"And don't think bidding doesn't put the exchangeman in a very nasty position. The Home Offices of all companies naturally hold the exchange manager responsible for getting the best bid—and being able to defend it in court, if necessary. If the Home Office doesn't like a particular bid, some wiseguy, at the division sales or producer's representative level, can get the general sales manager to override the local manager; but, nine times out of 10, the latter won't take the responsibility for okaying the contract himself until the legal department gets in on it. Then the real buck-passing starts.*

*"Legal departments know law books and not booking books, and they don't want to make mistakes either. At least, not ones they can't alibi or pin on someone else. So, before passing on anything, they must have all the records right from scratch, and gosh knows what else. Exchange staffs go crazy delivering them, and nearly every exchange now has an expensive photostat machine, and maybe even an operator, just for this purpose. There are many half-hour long distance calls back and forth, and a minor legal education administered to a lot of salesmen, bookers, and clerks, and then 'the legal beagles' profoundly expostulate what you 'can do legally.'*

*"Now, don't forget that all the time the competing exhibitor who caused all this hasn't been your customer; and is only using bidding to take pictures away from your customer. As far as dollars and cents are concerned, the exchangeman may get ulcers, but he won't get an extra nickel out of all the aggravation; and he will get the following months and years of a very unhealthy situation, with nobody being happy until someone goes broke. And when you roll together all of the headaches, the horde of 'legal beagles,' the extra fees, the photostat machines, the long distance calls, and gosh knows what, that must be charged against any extra dough that results, I doubt very much whether any distributor actually ends up with more money. This is particularly true when you consider the pasting you take on your smaller pictures that no one will bid on in these same bidding situations.*

*"Bidding is nothing more than a cat fight, with nobody owing nothing to nobody, and everybody afraid to turn his back!"*

We had hoped that his "legal beagles" had advised this executive at some point about the Crest Theatre, Baltimore, Md., decision by the Supreme Court, on Jan. 4, 1954, in which we understand that august body stated: *"A trader has the right to exercise his own discretion as to the persons with whom he will or will not trade."* In other words, there is no gun at the head of any distributor forcing him to accept bidding if he doesn't like to do business with someone requesting to bid. But, distributors seem to forget that one!

For obvious reasons, this executive has asked for anonymity and we have agreed to protect his identity, even though this letter is being very carefully saved in our files. We enjoyed receiving it, and we enjoy publishing it so it can get the thoughtful attention of the industry at large. But there would be no sense in causing an industry executive to be found dead in the washroom at "Dinty Moore's," or the "21," by abusing the confidence he has placed in us.

*Jay Emanuel*

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# Letters . . .

**UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.**

## From SEATTLE, WASH.

I am now receiving my MOTION PICTURE EXHIBITOR regularly, and am continuously pleased with its contents. The special services which you provide, and of which we have also availed ourselves, are extremely commendable. I would also like to congratulate you on your continually penetrating and thoughtful analysis of the various problems the industry now faces. It is only this type of leadership which can again start motion picture exhibition on the road to economic good health.

JAMES N. SELVIDGE
Ridgemont Theatre

*EDITOR'S NOTE: Thank you, Mr. Selvidge! We are receiving a sufficient volume of "fan mail" similar to yours, that we are pretty certain that any current survey of reader interest would place MOTION PICTURE EXHIBITOR well up among the top few industry trade papers. We're trying!*

## From TUCSON, ARIZ.

I would like to question our threatre industry's stand when we oppose Pay-TV, which was again brought to my attention by your editorial in the July 24 issue ("ON BREAKING THE BACK OF 'GEORGE' ").

It seems that every article I read implies that Pay TV will definitely and positively put theatres out of business. I would like to point out some thoughts that will possibly substantiate our opposite viewpoint that Pay TV will, if adopted, actually put theatres back into business stronger than ever.

Why is everyone so sure that pay TV will be readily acceptable to the public? I can find no indications that the public will be willing to pay for something they have been getting for free for many years. (See Los Angeles Herald-Express poll of readers: 91 for; 3059 against.)

The Pay TV people have a mountain of problems to overcome in installations, collections, and maintenance, as well as the competition of several different concerns trying to do the same thing and obtain the same franchises. The public is going to be very fussy about people putting attachments on the sets that they have paid several hundreds of dollars to buy.

The networks will certainly be faced with a dilemma, because their big advertisers should be hesitant about paying out these huge sums for advertising, if there is a possibility that many millions of people will be watching a Pay TV show. And, if their advertisers start dropping out, they will not be able to put on free TV the big and popular shows they now produce.

Except for large sporting events, I can not see people paying a fee to stay in their homes to be entertained on a TV set they previously had for free. If the public is going to pay for motion picture entertainment, I feel sure they will prefer to go out and let someone else provide them with the place of entertainment where other people are also gathered, and where the presentation of the entertainment will be far superior. After all, a woman that is home all day still wants to get out of the house for her entertainment in the evening. It is traditional, and I do not see how a TV set with a coin slot attachment will change this. I believe this will also hold true with the teen-agers.

The introduction of Pay TV would very possibly put a serious dent into the entire Television industry, and being our competitor this would naturally benefit us.

Perhaps we are on the wrong side of the fence on this Pay TV issue.

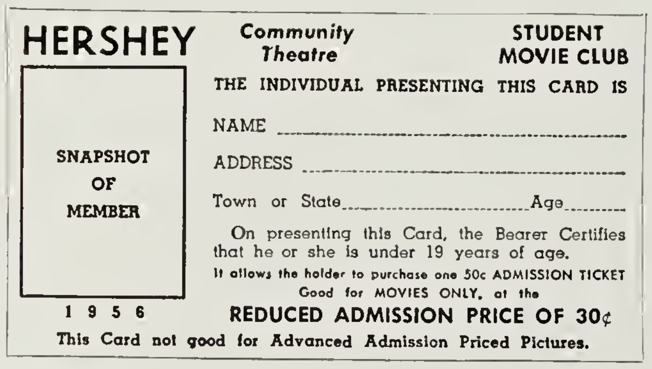
W. R. BECKER
Gen'l Mgr. Cactus, Rodeo and Fiesta Drive-Ins

*EDITOR'S NOTE: We like your independent thinking, Mr. Becker; and just because it is contrary to the majority opinion in theatre business today doesn't mean it isn't right. Majority opinion seems to have been wrong on the divorcement of production and exhibition, on the end to block buying and booking, on competitive bidding, etc., so it may even be wrong on this. We wish other theatre executives would speak out as clearly and intelligently. And we're proud that, when you had something to say, you said it to MOTION PICTURE EXHIBITOR, that does some independent thinking of its own, on occasion.*

## From HERSHEY, PA.

With further regard to your editorial of June 26 ("TEEN-AGE PRICES AND TEEN-AGE BEHAVIOR"), here is a plan which we have been using with success for some time.

Every several years, it is the policy of this theatre to query by telephone as many people as we are able to reach, and to ask for criticisms or suggestions. It was surprising how many people suggested a special price for youngsters between 12 and 19. So back in February, 1956, we originated a special teen-age price of 30 cents (regular price 50 cents).



HERSHEY Community Theatre STUDENT MOVIE CLUB

SNAPSHOT
OF
MEMBER

1 9 5 6

THE INDIVIDUAL PRESENTING THIS CARD IS

NAME ________________

ADDRESS ________________

Town or State ________________ Age ______

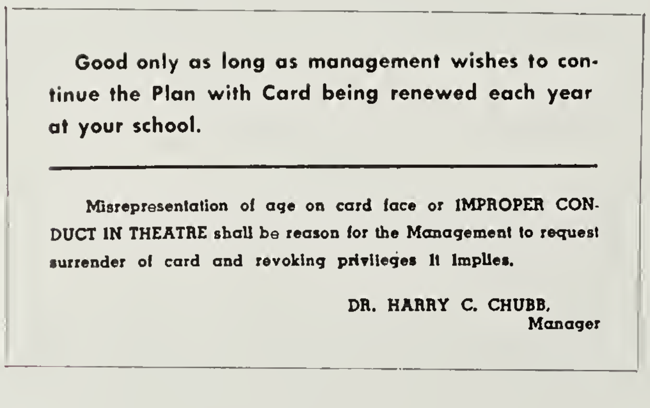
On presenting this Card, the Bearer Certifies that he or she is under 19 years of age.

It allows the holder to purchase one 50c ADMISSION TICKET Good for MOVIES ONLY, at the

REDUCED ADMISSION PRICE OF 30¢

This Card not good for Advanced Admission Priced Pictures.

▲ Front Back ▼



Good only as long as management wishes to continue the Plan with Card being renewed each year at your school.

Misrepresentation of age on card face or IMPROPER CONDUCT IN THEATRE shall be reason for the Management to request surrender of card and revoking privileges it implies.

DR. HARRY C. CHUBB,
Manager

Attached is a copy of the card as distributed in Hershey, Hummelstown, and Palmyra together with other high schools in our area. As you can see, it is based on the old college athletic association card, and the rather simple behavior clause, plus the clauses on the back, are the writer's. We have found this card works quite well and is exceptionally good with newcomers to the area.

Since the teenagers of today are the adult admissions of tomorrow, we believe that this takes care of our future patronage. Over 16,000 admissions resulted from this policy in the last year and one-half.

DR. HARRY C. CHUBB
Hershey Community Theatre

*EDITOR'S NOTE: The actual ticket is reproduced herewith, and can serve as an example for anyone planning to use this very worthwhile feature. Thank you, Dr. Chubb, for your usual fine interest and cooperation.*

## From BUSHKILL, PA.

Joe Vogel is a very able theatre executive and his exhibitor friends from coast to coast should support him to the bitter end, and, in so doing, insure the continuation of M.G.M. as a great producing and distributing organization.

Now, in order to insure that Joe wins his fight on Sept. 12, I would suggest the following exhibitor action:

(1) Every exhibitor association, exhibitors themselves, and any one else who is really interested in this business of ours, should write to Loew's *today* and should request the names and addresses of all Loew's stockholders in their area, and at the same time ask for sufficient proxy forms to cover same.

(2) This proxy campaign should be on a local, or grass root, level with the exhibitor or his manager personally interviewing each and every Loew stockholder in their area and soliciting their support. Such support to take the form of getting them to sign a proxy in favor of Joe Vogel.

(3) If this plan is adopted, and if the exhibitors from coast to coast want to help Vogel, it will give him the assistance he so badly needs and richly deserves.

(4) There is another advantage in doing the foregoing. R.K.O. is no longer with us. Metro, the leading producer and distributor for many years, is fighting for its very life. Should it fall, any of the other companies might be the next to be attacked, by some small minority group, seeking to cash in on that company's assets.

Such a demonstration of strength, from exhibitors throughout the country, would have a great deterring effect on any similar tactics in the future.

Let's take our coats off — and get those proxies in and insure the continuation of our daily bread.

HAROLD AUTEN
(Well known distributor, importer, etc.)

*EDITOR'S NOTE: While we have been assured that the procuring of proxies, favoring Mr. Vogel and the current Loew's management, is in the hands of the two best known organizations specializing in such matters, we like Mr. Auten's suggestion of a volunteer committee of theatremen at the "grass roots." Possibly this could prove to be a secret weapon that the Tomlinson group hadn't thought of.*

# BROADWAY GROSSES

(As of this Monday)

## Horror Pays Off Big

NEW YORK—The big noise on Broadway was the well-attended opening session of Warners' "The Curse Of Frankenstein." Holdover business in other situations was also satisfactory.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"CURSE OF FRANKENSTEIN"** (Warners). Paramount ($47,654)*—Opening week garnered a huge $73,000.

**"AN AFFAIR TO REMEMBER"** (20th-Fox). Roxy ($81,398)—Friday to Sunday tallied $41,988, with the fourth week holding up well at $75,000.

**"SILK STOCKINGS"** (MGM). Radio City Music Hall ($146,192)—Thursday through Sunday reached $89,000, with the fourth week reported at $148,000.

**"THE PRIDE AND THE PASSION"** (UA). Capitol ($39,813)—The seventh week did a satisfactory $36,000.

**"NIGHT PASSAGE"** (U-I). Mayfair ($15,087)—The third and last week slipped to $10,000.

**"FIRE DOWN BELOW"** (Columbia). Astor ($24,578)—Opening week garnered $25,000.

**"HATFUL OF RAIN"** (20th-Fox). Victoria ($21,930)—The fourth week took in $18,000.

**"SWEET SMELL OF SUCCESS"** (UA). Loew's State ($18,644)—The seventh week held steady at $17,000.

**Figures in parentheses reflect 1956 weekly average as reported in MOTION PICTURE EXHIBITOR.*

## "Hunter" In Multiple Bow

NEW YORK—Prompted by what he called the successful city-wide opening of "Bernardine" in the New York area, 20th-Fox general sales manager Alex Harrison reported that the film company is considering releasing a number of major CinemaScope attractions directly to the neighborhood theatres of the city.

Indicative of this distribution experiment is Harrison's announcement that "Will Success Spoil Rock Hunter?" will open Sept. 11 in more than 120 theatres in the five boroughs of New York, Long Island, Westchester, and Rockland counties and parts of New Jersey's Hudson and Bergen counties.

## I N D E X

Volume 58, Number 16 August 14, 1957

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(Yellow Check-Up Section)

# Judge Rules In Favor Of Distribs In Oklahoma Underreporting Case

OKLAHOMA CITY—U. S. Judge William R. Wallace in the Federal Court here entered judgment for $12,000 plus interest and attorneys' fees of $1,200 against exhibitor Volney E. Hamm of Lawton, Okla., who operates 6 theatres and drive-ins in Oklahoma and Texas.

The action, brought in the name of Edward A. Sargoy and Joseph L. Stein, attorneys for Paramount, Loew's, 20th-Fox, Warners, Universal, and Columbia, was on a promissory note given by Hamm to settle distributor claims arising after an examination of his theatre records in March, 1956.

The Judge filed lengthy Findings of Fact and Conclusions of Law with the entry of judgment. The defense claimed fraud, duress, and lack of consideration in challenging the Sargoy & Stein audit procedures. Judge Wallace's conclusion was that "The audit procedure of making reasonable estimates from typical samplings found in such evidence and records as were available was proper inasmuch as the defendant had disposed of many of the pertinent records."

In dismissing defendant's charges of fraud and duress, Judge Wallace observed that the exhibitor had been operating theatres for some 27 years and that, at the time of the audit, three conventional theatres, the Rex in Elk City, Okla.; the Ritz in Altus, Okla.; and the Okla in Frederick, Okla., as well as three drive-ins, the Mt. Scott in Lawton, Okla., and the Hunt and Trail in Greenville, Tex., were being operated.

The auditors, the Judge found, discovered from some records available for short periods that there had been substantial underreporting on percentage pictures, and for the period for which there were no daily records, the auditor's estimates of the actual receipts was deemed proper.

Edward E. Soule of the Oklahoma City law firm of Lytle, Johnston, and Soule represented Sargoy and Stein in the action.

# The NEW YORK Scene

## By Mel Konecoff

BECAUSE OF deadline commitment, we sit solo in the press room at the Brown Palace Hotel in the early hours of the morning while 50 or more colleagues from various parts of the country are still gathering sack time. All have been assembled to witness the world premiere of Columbia's suspense western, "3:10 To Yuma," at the Denver Theatre. Hollywood, too, is represented in the persons of Phil Carey, James Darren, Felicia Farr, Delmer Daves, Glenn Ford, Kathryn Grant, Van Heflin, Richard Jaeckel, etc.

A huge TWA chartered airliner whisked a contingent from New York, Boston, New Orleans, etc., to Denver, with a stopover in Chicago to pick up a representation from that city. Service aboard was wonderful and it was a relaxing trip. (Aside to ye Ed: We missed winning the landing pool by two minutes.)

As we landed, a drenching thunderstorm was in progress, the first the locals tell us in a month of Sundays. Letters of welcome awaited us from the Governor, Mayor, and Bob Selig, president, Intermountain Theatres. A quickie buffet and then off to Elitch's, which is a local amusement park and legit theatre set up to witness a play (?) called "The Gimmick," which starred Leora Dana, who also happens to have a starring role in the film. The less said about this the better. A midnight supper followed.

In front of us today are interviews with some of the Hollywood contingent, with Paul Lazarus, Vee Pee in charge of Columbia advertising and publicity, a visit to the State Capitol where the Governor is to extend personal greetings, the reviewing of a parade, a special stage show at the theatre, and the premiere performance of the film. Things just don't end there, because afterwards a visit to Central City (whatever that is) is in order, as are cocktails with host Palmer Hoyt, editor and publisher, famed Denver Post, in addition to witnessing another play, "Separate Tables" (we're getting so cultured this trip it's disgusting), etc.

**COMMUNIQUE #2: Paul Lazarus, Columbia vice-president in charge of advertising and publicity, declared that this was the first real big junket to be held in some time. "Bring back the hoopla and the more the better," said he.**

**Lazarus declared that the results of bringing together press people from everywhere were already paying off in the many columns of space, and he was sure that the deluge is yet to come. This afternoon premiere is an unusual event, and it has the effect of bringing people downtown while the stores are open so that the resulting activity is helpful to all in the town. He felt, too, that it was very healthy to have the people brush up against the stars.**

**Bob Selig, president, Fox Intermountain Theatres, opined that the industry was beginning to go "superficial," with the hard core of downtown showmanship being neglected. This event reverses the trend. Deploying celebrities up and down the street is of benefit to the town as a whole, and the state as well. The premiere can certainly be classed as a device to bolster in town business generally, he declared. The industry should stop fighting interior battles and coordinate its activities for the benefit of all. He paid tribute to the Columbians for their efforts and services to make the event the success that it was.**

**Lazarus admitted that this event was a departure from the past activities of Columbia, and he declared that it is but one of many forward-looking steps taken by Columbia to improve business. He thought that the day of merely inserting an ad in a magazine or a paper was past, and you have to sell the industry's big commodity—glamour and excitement.**

**He estimated that the junket cost Columbia about $50,000 but he thought it was money**

(Continued on page 10)

# Two Loew's Stockholders Sue Mayer

## Louis, Helen Brandt Seek Repayment Of $3,000,000 Obtained Under Contract Clause Termed "Illegal"

NEW YORK—Two stockholders of Loew's, Inc., Louis and Helen Brandt, last fortnight instituted a Supreme Court action against Louis B. Mayer, former head of production for MGM, to force him to repay the company approximately $3,000,000 he obtained under a contract clause that was "illegal and unenforceable."

This clause, according to Saul E. Rogers, attorney for the plaintiffs, was illegal in that it provided that Mayer and his heirs would receive percentages from the profits of Loew's, Inc., indefinitely and as long as the corporation existed.

Mayer was under no obligation to perform any services for the corporation after his retirement, nor were his heirs, despite the indefinite and continuing obligation upon the company.

Rogers noted that the approximate $3,000,000 which Mayer collected under the contract clause at issue included not only profits from the production and distribution of motion pictures but also from Loew's Theatres with which Mayer was not associated and for which he never performed services.

"Mr. Mayer received rich rewards from the company during his employment," Rogers said. "His compensation rose as high as $1,138,000 in one year and he drew sums in excess of $900,000 per year in at least two other years. His average annual remuneration ran well over $500,000 per year. Right now he draws over $36,000 per year under the company's retirement plan, and this will continue for the rest of his life.

"It is natural that stockholders should resent this additional fabulous payment under such an invalid contract clause."

### Stockholders Move To Block Interference With Sept. 12 Meet

NEW YORK—Charging that Joseph Tomlinson of Canada and onetime MGM production chief Louis B. Mayer were leading a conspiracy to seize control of Loew's, Inc., Two stockholders in the company last week obtained a temporary injunction and an order from Supreme Court, New York, requiring the Tomlinson faction and others to show cause why they should not be permanently enjoined from interfering with the special stockholders meeting called for Sept. 12 by the company president, Joseph R. Vogel.

The stockholders, Jacob Starr, owner of 1,900 shares of Loew's, Inc., and Richard A. Sprayragen, owner of 1,000 shares, are represented by former Supreme Court Justice Ernst E. L. Hammer and Harold A. Lerman.

In their complaint, the stockholders charged that "The Tomlinson faction is seeking for selfish and unlawful reasons, grossly prejudicial to the welfare of Loew's business, to prevent the stockholders, who are the true owners of Loew's, from determining which policies shall guide the destinies of Loew's and who shall manage its business affairs."

In addition, Vogel and three other members of the board, John L. Sullivan, William A. Parker, and George L. Killion, were technically joined as defendants together with the corporation itself.

## Vogel, Loew's Inc., Head Named Pioneer of Year

**NEW YORK—Directors of the Motion Picture Pioneers, Inc., last week named Joseph R. Vogel, president of Loew's, Inc., as the Pioneer of the Year. The selection of Vogel for industry-wide recognition marks the 11th such honor in the history of the Pioneers.**

**In accordance with noteworthy recognition for his service to the industry, the Motion Picture Pioneers will officially bestow the new honor upon Vogel at the annual dinner at the Waldorf Astoria Hotel on Nov. 19.**

**Previously honored were Adolph Zukor in 1947, and in successive years, Gus S. Eyssell, Cecil B. DeMille, Spyros P. Skouras, the Warner Brothers (Jack, Harry, and Albert), Nate Blumberg, Barney Balaban, Si Fabian, Herman Robbins, and Bob O'Donnell.**

## U-I Backlog To TV Through Screen Gems

NEW YORK—The long-pending deal between Universal and Screen Gems, Columbia's wholly owned subsidiary, for distribution of the former's pre-1948 film library of some 600 features was consummated last fortnight when the contract was signed by U-I head Milton R. Rackmil and Screen Gems vice-president Leo Jaffe. The agreement stipulates that all rights other than those for television distribution are retained by Universal.

According to Rackmil, the deal provides for Screen Gems to pay Universal $20 million over a seven year period and for Screen Gems to receive a graduated scale of distribution fees, in an undisclosed amount. It was estimated that the film company could count on about $3 million in TV income over the period without impairment of other rights, including those of theatrical reissue.

The Universal commitment leaves only the Paramount backlog of product untouched by television. Although there have been reports of negotiations between the latter and TV interests, recent indications have been that Paramount will retain its library in anticipation of toll TV distribution through its own subsidiary, International Telemeter.

### Republic Ups Two

NEW YORK—Two promotions from within the ranks of Republic's sales organization were announced last week by Richard W. Altschuler, director of world-wide sales.

Joe Wohl, formerly New York branch manager, has been appointed assistant to Altschuler and will headquarter at the company's Home Office. Bob Fannon has been promoted to the post of New York branch manager.

### TCF-TV Starts Two Series

NEW YORK—TCF-TV Productions has entered into an agreement with the NTA film network to produce two new one-half hour series, "How To Marry A Millionaire" and "Man Without A Gun," it was announced last week by Irving Asher, executive in charge of the 20th-Fox subsidiary.

## Stark Against Toll-TV; Would Sue To Stop It

NEW YORK—A vigorous attack on subscription television proponents was launched last fortnight when City Council president Abe Stark warned that he will bring suit in the Federal Courts, if necessary, to block approval of the toll system by the Federal Communications Commission. Speaking before the Affiliated Young Democrats assembled in Brooklyn's Hotel St. George, Stark indicated that such an appeal to justice would be for protection of TV set owners whose property rights he feels would be jeopardized by toll TV.

In replying to recent charges by Matthew J. Fox, Skiatron TV president, that Stark is responsible for blocking trial pay TV in this city, the latter asserted that he will not let up in his efforts to prevent what he fears would be a nation-wide video blackout. Stark lashed out at what he described as a calculated maneuver by the toll proponents to secure FCC approval for trial of the system while also dealing with west cost authorities for a closed-circuit system which would bypass both the FCC and Congress.

### FCC To Rule On Toll-TV At Meeting On Sept. 17

WASHINGTON—A discussion of the authorization of subscription television was slated for Sept. 17 last fortnight by the Federal Communications Commission, which hopes to reach a decision on the controversial proposal at that time. The date for the meeting was set in the course of the last FCC session before its annual August recess.

The commissioners were reported to feel that a decision on toll TV would not be postponed because a new member, Frederick W. Ford, would start serving in September. Ford, a commissioner for many years before going to the Justice Department, was presumed to be sufficiently familiar with the toll system to render his decision.

### Distribs Win Appeal

PHILADELPHIA—The United States Court of Appeals for the Third Circuit last fortnight affirmed the summary judgments granted to the major film distributors by the U. S. District Court for New Jersey in the question of whether treble damage anti-trust actions are barred by an applicable statute of limitations.

The plaintiffs, Frank, Marion, John, Helen, and Joseph Gordon, filed two complaints in the District Court in March, 1955, against Loew's, Paramount, RKO Radio, 20th-Fox, Warners, Columbia, Universal, and United Artists with reference to Gordon interests in theatre companies dissolved in 1949 and 1950.

### Sunday Ban Repealed

FOREST CITY, N. C.—An ordinance banning Sunday film exhibition here was repealed last week by the Town Board following a three-hour meeting. The vote was three to two.

A petition had been submitted by exhibitor J. W. Griffin, Jr., and his attorney, Nat Hamrick, containing 462 names requesting Sunday movies. Earlier, it had been established by the Board that 421 names would be required to call for an election to repeal the measure.

## Industry Surge Seen In Value Line Survey

NEW YORK—"Hollywood has successfully weathered the worst storm in its history and is entering a period of more favorable business climate," states The Value Line Investment Survey. Movie companies have strengthened their earning power rather thoroughly both currently and for the longer term.

As to 1957, first half theatre attendance showed a moderate (4%) year-to-year gain. Further improvements are in prospect in the months ahead. The major studios have yet to release the greater portion of their expanded output. Thus, there will be a substantially larger number of good movies available to exhibitors during the final six months of this year. The Value Line Survey estimates that 1957 theatre attendance will average 49 million weekly vs. 46.5 million in 1956.

Far more important, the Value Line Survey continues, is the fact that the motion picture industry no longer depends solely on the production and exhibition of "conventional" pictures. It has diversified far and wide into many enterprises unrelated to the movies—such as electronics, pharmaceutical goods, oil-drilling—in addition to investment in activities related to the amusement industry. Idle assets are being sold. Part of funds so received may well be invested by the companies in repurchasing their own securities. All of the major producers of feature movies are fast becoming important suppliers of films—old libraries as well as new series—to the television industry. With their reputation for quality, their position could well be further enhanced should subscription-TV prove successful, the report states.

The Value Line Investment Survey concludes that, augmented by income from more stable new sources, the earnings of the motion picture corporations will tend to be less volatile, while the per share earnings will be further increased by systematic reduction of common capitalization.

### MPAA Offers Brochure

NEW YORK—An interesting brochure entitled "Self Regulation in Movie Advertising" has been released by the Motion Picture Association of America, Inc.

In commenting on the farsighted action of the motion picture industry in this field, the booklet states:

"First among the media of communications to adopt such a system of voluntary self-regulation was the American motion picture industry. The Production Code and Advertising Code, adopted by the Motion Picture Association of America in 1930, are the industry's embodiment and acceptance of its ethical and moral responsibility to the vast world-wide public which it serves.

"Other media have since drawn on these Codes as guides to their own programs of self-regulation, both in this country and abroad."

### New Production Firm Bows

NEW YORK — Martin Jurow arrived last week from Hollywood to continue negotiations for the first story purchases for the newly formed Jurow-Shepherd Productions company. Formation of the company was announced by Jurow and Richard Shepherd, both former production executives for Columbia Pictures. Jurow recently resigned as production executive to Harry John, and Shepherd was a talent executive for the motion pciture company.

### Kerasotes, Goetz Named To PCA Appeals Board

**NEW YORK—It was understood last week that William Goetz had accepted the invitation of Motion Picture Association of America president Eric Johnston to be one of the four non-member producers to serve on the new appeals board of the Production Code Administration.**

**George Kerasotes, Illinois circuit exhibitor and a director, Theatre Owners of America, is one of the six theatre men who will serve on the board. MPAA directors also are members.**

## Vogel Nominates 12 As Loew's Directors

NEW YORK—The names of 12 nominees for the board of directors of Loew's, Inc., were filed with the Securities and Exchange Commission last week by president Joseph R. Vogel.

To be presented to the stockholders' meeting on Sept. 12, the nominees are General Omar N. Bradley, board chairman, Bulova Research and Development Laboratories, Inc.; Francis W. Hatch, vice-president and director, Batten, Barton, Durstine, and Osborn, Inc.; Benjamin Melniker, Loew's, Inc., vice-president and general counsel, a former director; Robert H. O'Brien, who joined the company last week as financial vice-president; Helen Hayes, actress; Bennet Cerf, president, Random House, Inc.; J. Howard McGrath, attorney and former U. S. Attorney General; Ellsworth C. Alvord, attorney; Charles H. Silver, Board of Education member; Charles Braunstein, president, Charles Braunstein, Inc.; Benjamin Thau, Loew's, Inc., vice-president and MGM studio administrative head; and George Muchnic, vice-president, Loew's International.

The Sept. 12 meeting has been called by Vogel to oust from the board Joseph Tomlinson and Stanley Meyer and to increase the board from 13 to 19. If the management maneuver is successful, eight more nominees must be presented.

### TOA Supports Vogel In Upcoming Proxy Fight

NEW YORK—Ernest G. Stellings, president, Theatre Owners of America, has congratulated Joseph R. Vogel, president, Loew's, Inc., on his decision and action in calling a special meeting of stockholders for Sept. 12.

"It is our sincere hope and wish that you will be completely successful in your effort to place the control of Loew's in the hands of experienced motion picture people. Loew's has always held a pre-eminent position in this industry, and it is the considered opinion of TOA and the thousands of theatres it represents, that only through the operation of this company by experienced industry personnel, can it be brought back to its rightful and pre-eminent position. It is most important, not only to stockholders, but the industry as a whole, that Loew's regain position of leadership. We feel that the necessary progress cannot be made by inexperienced financial people, but must come from the constructive and continuous work of personnel, who not only know the company and the industry, but also have its best interests at heart. We sincerely hope that you are successful in the aggressive action that you are taking. Our association and all exhibitors have a great stake in this fight, we wish you well."

# Vogel Credits Economy Measures For Rise In Loew's 40-Week Report

NEW YORK—Joseph R. Vogel, president, Loew's, Inc., reported to stockholders last week that the consolidated net profits of the corporation, including the theatre subsidiaries, for the 40 weeks ended June 6, was $2,763,265 as compared to $2,698,261 for the similar period last year.

The current net profits, subject to year-end audit, is equal to 52 cents per share on 5,336,777 shares outstanding compared to 51 cents per share on 5,303,447 shares outstanding in the previous year.

Gross sales and operating revenue for the 40 weeks of this fiscal year amounted to $121,200,000 as against $127,992,000 in the first 40 weeks of the 1955-56 fiscal year.

"The fact that the current end result is better, if only by a trifle, than that of the previous fiscal year when there was a larger gross reflects the economies put into effect since I accepted the presidency last October.

"However, we continue to feel the impact of pictures produced prior to my administration but which have been moving inevitably into release since then," Vogel pointed out. "Their reception at the boxoffice has particularly affected the third quarter."

This third quarter showed gross sales of $33,952,000 as against $40,553,000 for the same period last year. The consolidated net profit for the latest quarter was only $34,017, equivalent to one cent per share, as compared to $808,418, or 15 cents per share, for the corresponding period in the previous fiscal year.

In a letter to stockholders, accompanying the statistical report, Vogel pointed out:

"Due to the length of time required between the inception and completion of a picture, the effect of new production plans made under my administration will not begin to be felt until the latter part of this year. I am tremendously enthusiastic about the line-up of product that will be placed in release, beginning this fall.

"To be released in succession are such outstanding attractions as 'Raintree County,' 'Les Girls,' 'Don't Go Near the Water,' 'The Brothers Karamazov,' and 'Merry Andrew.'

"In addition, our revenue from the licensing of past MGM pictures to television stations will continue to increase, as will our earnings from the several new TV series being made especially for this medium and from the television commercials being produced in our cartoon studio. The earning outlook for our record and music companies, as well as our radio station, is equally favorable."

### "Hatful," "Value" To Venice

NEW YORK—MPA was advised last week by the Venice Film Festival selection committee that the MPAA nomination, MGM's "Something Of Value," has been accepted as the official American entry.

Twentieth Century-Fox's "Hatful Of Rain" was invited to participate. These two subjects comprise the American entries for the 1957 Venice Film Festival starting Aug. 25.

EARTH-SHAKING···SKY-SHATTERIN

SO GREAT-ONLY THE GREAT "

The
thundering
story
of a
man...
a jet...
and a
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# Will Rogers Hospital Collections Open With 3,168 Theatres Pledged

NEW YORK — The Will Rogers Hospital audience collections across the country officially opened last week with 3,168 theatres, made up of 126 circuits and independents, firmly pledged to participate. Indications are that when the campaign reaches its full momentum it will be ahead by a wide margin of any similar drive conducted by Will Rogers.

Pledges are still coming in daily to swell the number of participating theatres. Five exchange areas are to start their campaigns later than the established drive period to coincide with stronger theatre programs, or because of other localized conditions.

The Chicago campaign will be held during the week of Aug. 23; San Francisco begins a week of collections on Aug. 28; Boston starts shortly after Labor Day so as not to conflict with the "Jimmy Drive"; and Minneapolis and Milwaukee will begin on Nov. 28 and will run through Thanksgiving week.

S. H. Fabian and Ned E. Depinet, co-chairmen of the combined drive, pointed out that the audience collections are but a part of the combined drive, and that continuing efforts are to be directed at the Christmas Salute unit of the combination. It is to be remembered that the audience collections are aimed at the theatre-going public, and the Christmas Salute is the avenue through which industry employees help the hospital.

## Arthur Sees Admission Cut As Attendance Aid

NEW YORK—The best way to build theatre attendance is to radically slash admission prices, it was stated last week by H. C. Arthur, president, Southern California Theatre Owners Association, in the course of an interview here in which he said that he is convinced the industry's business-building program can succeed only by incorporating elements to renew the public's interest in films. In addition to slashing prices, another such element would be Hollywood tie-ins with the program, such as tours by stars to stimulate community theatres.

With few exceptions, according to Arthur, he can see no reason for a theatre to charge more than 75 cents admission. Since 1948, he noted, theatre attendance has steadily declined while admission figures have done the reverse. Price reductions should at least be in effect for the entire business-building campaign, he added.

The SCTOA head went on to say that he believes the theatres themselves are responsible for driving away the patronage they so badly need, referring to children and young adults who do not regularly have the high price of admission. This group, Arthur said, comprises between 65 and 75 per cent of the moviegoing public, while the remainder is composed of older people who have "less and less inclination to attend theatres regularly." The success of drive-ins he attributes to "bargain prices" and the extras they have to offer the former group.

## UA Declares Dividend

NEW YORK—The board of United Artists Corporation declared a regular quarterly dividend of 35 cents per common share, payable Sept. 27 to stockholders of record Sept. 13.

## Beezley Heads Allied Unit; COMPO Operations Opposed

**DENVER — Neil Beezley, Burlington, Colo., was elected president and national director, Allied Rocky Mountain Independent Theatres, in the course of a meeting in the group's offices here last fortnight. Tom Smiley was named vice-president and J. H. Ashby general manager.**

**Named directors for the ensuing year were Ashby, Smiley, James Peterson, Marie Goodhand, Lloyd Greve, C. L. McLaughlin, Don Munson, J. K. Powell, Robert Kerr, F. E. Rider, John Wood, and Glen Wittstruck.**

**The National Allied unit went on record as opposed to the operation policy of COMPO, urging non-payment of dues to that organization.**

## SBA Back In Business

WASHINGTON—The Small Business Administration, authorized last year to make theatre loans but without operating authority or money for several days at the beginning of this month, was restored to life last week after the Senate voted funds which incorporated an increase of $75 million in the revolving lending fund.

## Top Branches Share UA Velde Drive Loot

NEW YORK — United Artists' Jim Velde Drive, a 42-week billing, collections, and playdate campaign honoring the company's general sales manager, has been won by the San Francisco, Kansas City, and Montreal branches, it was announced last week by co-captains William J. Heineman, vice-president in charge of distribution, and Max E. Youngstein, vice-president.

The three branches, which finished first in each of three competing divisions, have earned top awards in a cash prize pool of more than $50,000. The San Francisco exchange is managed by C. Frank Harris. Ralph Amacher heads the Kansas City branch. Sam Kunitzky is branch manager in Montreal.

In the division competition, Al Fitter's western division is the winner, while George Pabst's southern district earned first place in the district standings.

Among the branches, second-place money goes to Dallas, managed by James Clemens; St. Louis, managed by D. J. Edele; and St. John, managed by I. J. Davis. Third-place awards have been won by Al Kane's Washington branch, Harold Keeter's Charlotte branch, and the Vancouver branch, managed by Harry Woolfe.

## Republic To Release "Fire"

NEW YORK — Amalgamated Productions, Inc., headed by producers Richard Gordon and Charles F. Vetter, Jr., announces that it has concluded a distribution deal with Republic to release "Fire Over Suez." The picture stars Keefe Brasselle, who directed.

## The New York Scene (Continued from page 5)

**well spent because the film has quality and needed something big to get it launched.**

**Rube Jackter, Columbia general sales manager, noted that because of the activity he has received calls from all over the country for screenings of the film. Other comments were made by director Delmer Daves, who saw all the excitement as most healthy for the business. It had the same effect as when he takes a picture out for location shooting. Producer David Heilweil thought it most healthy to get away from Hollywood every so often to see how a film is sold. It is also most desirable to get an indication what the people want to see.**

COMMUNIQUE #3: It's now 1:15 a.m. and once again we sit in the deserted press room trying to round off the Denver story and indirectly what happened to the film "3:10 To Yuma." We've just returned from visiting fabulous Central City which is some 40 miles outside of Denver. It's a rehabilitated gold mining town that is loaded with bars in the old-time tradition, souvenir places, and the Teller House, a wonderful relic of the past that has been converted to a fine restaurant. It's here that the famous "face on the bar room floor" is to be found.

There is also a theatre in the town where the play "Separate Tables" was seen by most of the party, while others in the group went sampling and sightseeing.

**BITS 'N' PIECES: The Governor was on hand to greet the visiting celebrities and newsmen and welcomed them with a bang when he shot off a gun marking the event as the cameras duly recorded same. . . . Glenn Ford was mobbed by fans as he attempted to go through with a sidewalk interview with one of the local disc jockeys. . . . Thousands of people gathered to witness the impressive parade that made its way through the principal streets in town, eventually finding its way to the front of the Denver Theatre where a special reviewing stand was set up to accommodate visiting pressmen. . . . The actual premiere was preceded by introductions from the stage of the Hollywood stars and by a gag in which Paul Lazarus, Ray Murray, and Sam Siegel participated with the aid of the Denver Police Department. . . . In town in advance to supervise arrangements, exploitation manager Ray Murray came down with Asiatic flu and wound up with 103 degree temperature and gigantic shots of Streptomycin, refusing to take time out by going to bed. . . . A crew of photographers has been busy capturing all the background and events that go into the world premiering of a feature, and it is expected that a short will be released to both theatres and television for advance promotion on "3:10." Bob Ferguson is supervising. . . . Rarely have we seen anyone as active as Bob Selig has been helping to put the affair across. There is an exhibitor who really believes in working and enjoys it, too. . . . The gang from Columbia from both the west and east coast did such a wonderful job that it would be a little unfair of us to single out individuals. To them all, a collective "Well Done." . . . One more note and we're through: Bob Hill, local branch manager who has been with Columbia for 25 years, was the surprised recipient of a beautiful silver bowl appropriately engraved and presented to him by genial sales manager Rube Jackter. . . . Denver and all its people have been wonderful, and some day we hope to come back for a leisurely visit.**

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Figure!
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# DIANA DORS

*... in her first American picture!*

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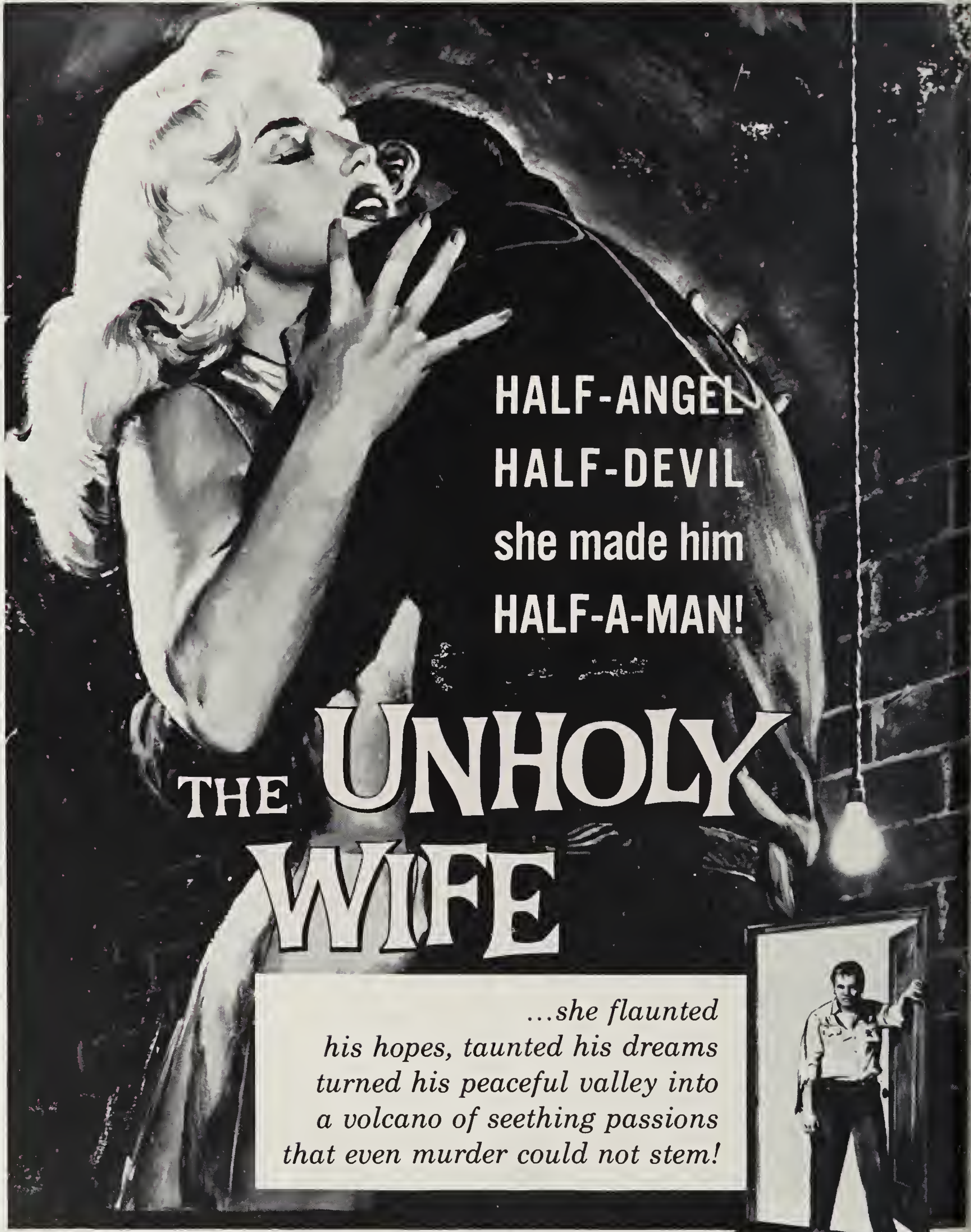


*...she flaunted his hopes, taunted his dreams turned his peaceful valley into a volcano of seething passions that even murder could not stem!*

AN RKO RADIO PICTURE starring

**DIANA DORS · ROD STEIGER · Co-Starring TOM TRYON**

**BEULAH BONDI with MARIE WINDSOR · ARTHUR FRANZ** TECHNICOLOR®

SCREENPLAY BY JONATHAN LATIMER · PRODUCED AND DIRECTED BY JOHN FARROW · A UNIVERSAL INTERNATIONAL RELEASE

LITHO

# The International Scene . . . . .

## Canada

### *Post Office Support Aids "Commandments"*

TORONTO—Ray Tubman, Ottawa district manager for Famous Players Canadian Corporation, made front pages of the newspapers all across the country with his promotion of "The Ten Commandments."

It was no mere coincidence that stamps on letters passing through Ottawa's post office were cancelled with the slogan, "Learn and Keep The Ten Commandments." The picture was showing at the Capitol, Ottawa, and Tubman had arranged for the cancellation stamp at a cost of $13.

The actual cancellation was arranged by the Roman Catholic diocesan committee of Ottawa on cinema, radio, and TV. The officials of the post office said national organizations may arrange to have public interest messages of non-controversial nature used in the post office's cancellation machines, on payment of the cost of preparing the necessary dies.

The initial request from the committee was for the slogan, "See, Learn, and Keep The Ten Commandments," a straight commercial, but approval was granted upon elimination of "see."

### Canadian Comment

A new formula in selling was tested by Sam Glasier, Canadian ad-pub chief for 20th-Fox, Ltd., with "A Hatful of Rain." If the formula works, said Glasier, "I think I know one of the things wrong with the business. Lack of grass-roots contact with the public." Instead of relying on the usual mailing lists to invite people to a screening of "Hatful" at the Nortown, Toronto, Glasier tried asking the man on the street. "I visited the newspapers. I asked fellows on the staffs not usually recipients. I found they were not going to movies, so handed them an invitation. Then I talked to cab-drivers at their hangouts. They told me they watched TV, but shows they hadn't seen in years. I asked them, 'what if I gave you an invitation to a special screening on Sunday night' They asked me what for. I told them. 'Gosh I saw something about that in Life. Sure.'" Glasier used the same approach with office girls, people in beauty parlors, and hoped that word-of-mouth would sell the picture. "Of course, only time will tell," said Glasier.

Although Cinerama has played in both Montreal and Buffalo, its first showing here will be in the fall at the 1556-seat University. The Famous Players-owned University is a post-war theatre. Expected opening date is Oct. 1, with the theatre shutting down around the middle of September to make preparations for installation of the large-size equipment necessary to show the process. While the deal hasn't been formally inked, planning is going ahead for actual installation and showing of Cinerama. First film to be shown will be "This Is Cinerama."

The Canadian premiere of the Stratford Shakespearean Festival's production of "Oedipus Rex" opened the International Film Festival at Stratford. This is North America's first authentic Film Festival on the European pattern. It boasts 43 productions, including 20 feature or near-feature length works from 16 countries. There are 25 programs; matinees and evening performances each day, with an extra children's morning program on the two Saturdays.

**Edward West, center, Universal's new South Wales branch manager with headquarters in Sydney, Australia, and John Marshall, right, district supervisor for central and northern Europe with headquarters in Germany, are seen at a recent conference with Alfred E. Daff, executive vice-president, during their visit to the studio.**

CINE CHATTER: There was hope that Michael Todd and his wife would be in Toronto for the Aug. 7 opening of "Around The World In 80 Days" at the Tivoli. The opening was to have the sponsorship of the Canadian Cancer Society, with tickets selling as high as $20 each. . . . John Bassett, publisher, The Telegram, announced the demise of the Sunday Telegram, with the last issue out July 28. Costs and lack of advertising were jointly blamed. It had provided an excellent spot for entertainment each week. The Globe and Mail and The Star continue their fat Saturday papers, although the latter is rumored for the sale block in the fall. . . .

Irene Graziella provided Allied Artists' "Love In The Afternoon" with plenty of publicity as she went through introductions to the press, magazines, radio, and TV crowd at a cocktail party held in her honor by the Pepsi-Cola Company, Ltd. . . . Charles Mason, director of advertising and publicity, Rank Film Distributors of Canada, Ltd., left for the U. K. combining business and pleasure with a look-see at the film activities of the Rank Studios . . . 'The Prince and the Showgirl" opening at the Hollywood, Toronto, provided manager Len Bishop with valuable space in the Telegram as the paper conjured up a phoney prince to go out with four showgirls obtained by Irving Herman, Warner's exploiteer.

Out-Door FASHION SHOW
FASHIONS SUMMER LIVING
THUR. FRI. MAY 9th and 10th 2:30 and 7:30 P.M. • SAT. MAY 11th 10:30

**Chester Friedman, MGM's Canadian exploitation head, recently put on a fashion show at a new shopping center in Toronto in conjunction with the showing of MGM's "Designing Woman," Lawrence Plaza Theatre.**

# Rank Progress Report Cites U.S. Acceptance

NEW YORK—In a progress report last week, Kenneth Hargreaves, president, Rank Film Distributors of America, stated that he and his associates were pleased with the progress they have made to date in the exhibition field. Since their start in business some three months ago, eight regional and three branch offices have been opened outside of New York City. They have had success with double bills comprised of English features, especially in drive-ins and where multiple runs have been tried. The multiple run will be continued, otherwise they would have to wait a considerable time before playing off their product.

Not a single complaint over inability to understand the dialogue in the films has found its way to the Rank office, and theory that two English films on a program is not the thing to do has been discounted by successful dates.

A goal of 5,000 dates would be satisfactory, said Hargreaves, while a five million dollar gross per year would permit them to break even. Two millions would go to the producers. The organization has been in the black "certain weeks" already. They aim to operate in the black, but the amount of profit is secondary.

Hargreaves has been approached by some American producers who would like to distribute through RFDA, but they are not presently set up for this type of operation. The right film could receive favorable consideration for distribution in the future. TV is not being considered as a revenue source, with theatres the only and prime concern of the operation.

Fourteen features are expected to see release by the year's end with several pre-releases as well hitting the market by December. For pre-Christmas bookings, a wide-screen version of "Henry V" is being planned for reissue on a road show basis. Special treatment will also be accorded "The Bolshoi Ballet," also in December. It is expected that a total of 20 films will be released in 1958.

Irving Sochin, general sales manager, who had just returned from a several week trip through the field, reported that exhibitors everywhere are accepting Rank as an added source of supply.

## Britannica Films To TV

NEW YORK — Trans-Lux Television's library of 700 Encyclopaedia Britannica films were sold last fortnight to WOR-TV and to Time, Inc., for use commencing Sept. 1. The WOR outlay was reported to be approximately $100,000, while Time would not disclose its participation figure. Announcement of the deal was made by Trans-Lux president Richard Brandt and sales vice-president Richard Carlton in their Madison Avenue headquarters.

It was commented by Brandt that up until the time of the WOR-Time deal, Trans-Lux had been unable to outline how television stations planned to handle the Britannica product, but that now a pattern, and a manual, is being formed.

# FIRST ENGAGEMENT STARTS SOON

## Nothing else is as much fun as

A GEORGE ABBOTT AND STANLEY DONEN PRODUCTION

# The Paja G

**IT'S ALL HERE! ALL THE BOY-CHASES-GIRL-CHASES-**
**OF THE RECORD-SMASHING BROADWAY SENSATION!**

*starring*

# Doris Day

*...as 'Babe' and the w*

## John Raitt

WITH
RETA SHAW · BARBARA NICHOLS · SCREEN PLAY BY GEORGE ABBOTT AND RICHARD BISSELL · BASED UPON THE PLAY 'THE PAJAMA GAME' · BOOK BY GEORGE ABBOTT AND RICHARD BISS

PRODUCED BY BRISSON, GRIFFITH AND PRINCE · PRODUCED AND DIRECTED BY GEORGE ABBOTT AND STANLEY DONEN

*☆☆ !!! Hey There · Hernando's Hideaway · Steam Heat · Seven and a Half Cents · There Once Was a Man ...*

T RADIO CITY MUSIC HALL

a

ame!!!

Y ENTERTAINMENT

*erful cast of the big hit play!*

arol Haney · Eddie Foy, Jr.

C AND LYRICS BY RICHARD ADLER AND JERRY ROSS

ROM **WARNER BROS.** IN
**WARNERCOLOR**

BAYOU
STARRING
PETER GRAVES
LITA MILAN
PLUS TAB HUNTER
in GUN BELT
IN COLOR
Cajun Country
KEEP OUT
First Chattanooga SHOWING
SKYWAY BROAD ST. CAPITOL
SAT. SUN. MON. TUES.
JUNE 29-30-JULY 1-2

This "live" float was created recently by Don Shaw, Independent Theatres, Inc, Skyway Drive-In, Chattanooga, Tenn., to attract attention to United Artists' "Bayou."

## ALBANY

The nearby Mayfair Drive-In premiered under the management of Robert G. Conahan. Sidney Dwore, owner, Cameo, Schenectady, N. Y., is buying and booking the situation. . . . Pete Dana, Universal division manager, was a visitor from New York, while Joe Gins, district manager, checked in from Boston. . . . The Utica, Utica, N. Y., dark for several years, was slated to be reopened by Harold Lewis. . . . The law division, State Education Department, reported that it had obtained permission from the Court of Appeals to reargue the "Garden of Eden" case.

## ATLANTA

Anonymous telephone callers threatened violence to the Lee, Ft. Myers, Fla., if 20th-Fox's "Island in the Sun" was shown. . . . Holding that the acquisition would not unduly restrain competition, Federal Judge Edmund L. Palmieri signed an order permitting a Loew's, Inc., subsidiary to build a new theatre at Sunny Isle, Fla. . . . The world premiere of Columbia's "The Young Don't Cry" was held in the Wies, Savannah, Ga. . . . Jean Broome, Peachtree Art cashier, resigned. She has been replaced by Lucille Peeples.

The anti-trust action of William Green, former owner, Palmetto, Palmetto, Ga., now a local exhibitor, against the Lam Amusement Company, East Point Amusement Company, and major distributors has been postponed until sometime next year due to the illness of O. C. Lam, Lam circuit head. . . . Celia Mislow is the new switchboard operator, Universal, replacing Sadie Vinson, now office manager's secretary. . . . Carl Hutton closed his Melody, Jefferson City, Tenn. . . . Clyde Sampler, Capital City Supply Company, returned to his office following illness. . . . Jack Frost, United Artists, is recuperating from illness in Baltimore, Md.

## BOSTON

Embassy Pictures' "Walk Into Hell," in six key city openings in New England, registered over $62,000 for the first week. . . . Funeral services were held for William Sullivan, 60, at Sacred Heart Church, Newton, Mass. He was head buyer and booker, Maine and New Hampshire Theatres circuit, for 35 years. . . . Charles Morse has sold his interest in the Hoosac Drive-In, Adams, Mass., to his brother, Reginald Morse, and has retired to Miami. A year ago, he sold his interest in the Adams there to Stanley Rothenberg. . . . Leonard Goldberg, owner, Adams, Quincy, Mass., was a patient at the Cape Cod Hospital, Hyannis, Mass., suffering from acute bursitis.

Sympathy was extended to Gordon Bradley, Republic booker, on the death of his mother.

PROVIDENCE, R. I., NEWS—Ed Stokes, manager, Avon Cinema, and Mrs. Stokes became parents for the fourth time, when a son was born in Providence Lying-In Hospital. . . . Arthur Slater, chief projectionist, Loew's State, recently was hospitalized with a broken arm and shoulder. . . . Under the direction of Albert J. Clarke, Stanley Warner Majestic manager, the house is undergoing exterior and interior redecorating. . . . Probably the greatest amount of paid newspaper advertising to appear in the local press on behalf of an amusement enterprise was ordered by the management of the new Shipyard Drive-In on the occasion of the its opening, and the days following.

## BUFFALO

A recent issue of the Union and Echo, local Roman Catholic weekly, noted that the Legion of Decency has extended its boycott of the Boulevard Drive-In to the end of the year, inasmuch as the ozoner slated "The Moon Is Blue." . . . Lowell Thomas has been urged to come here for the Oct. 9 opening of "Search For Paradise" as part of the city's 125th anniversary celebration.

## CHARLOTTE

W. G. Enloe, theatre manager who was a member of the Raleigh, N. C., City Council for four years, has been elected Mayor of Raleigh. . . . The City Council at Burlington, N. C., repealed a section of its Sunday Blue Laws dealing with the hours motion picture theatres may operate, but in doing so strongly urged that church hours be respected. . . . The Del-Mar Drive-In, Lenoir, N. C., has been purchased by Doyle J. Norris and Robert A. Gibbons. Its name has been changed to the Norris.

## Industry Luncheon Launches New England Hospital Drive

**BOSTON—August 20 has been slated for an industry kick-off luncheon to launch New England's part in the Will Rogers Memorial Hospital Drive at the Hotel Bradford, co-chairmanned by Charles E. Kurtzman, northeast division manager, Loew's Theatres, Inc., and Benn Rosenwald, MGM district manager.**

**Coming from out of town for the affair are Abe Montague, Si Fabian, Charles Feldman, Ned Depinet, Eugene Picker, Moe Silver, Ned Shugrue, and others.**

**Governor Foster Furcolo and Mayor Hynes have signified their intention to attend. The local drive has been postponed until after Labor Day, in order not to conflict with the current Jimmy Fund Drive.**

## CHICAGO

Harry Lustgarten, B and K booking division manager, and Nate Platt, circuit general manager, were elected vice-presidents by the board of directors. . . . Movie attendance in July was up over that month a year ago, according to city tax collections. . . . Mr. and Mrs. Leroy B. McMahon, exhibitors in Illinois and Iowa, have purchased a drive-in in Florida, where they will make their home. . . . James Gladious was named manager, Lincoln, Chicago Heights, Ill. . . . Stanley Warner renewed its lease on the Cinerama Palace. . . . The Clark Drive-In, Summer Hills, Ill., owned by Russel Armentrout, reopened following repairs for windstorm damage. . . . The Kerasotes circuit purchased the Quincy Drive-In, West Quincy, Ill., from World Enterprises. . . . Theatre attorney Seymour Simon was elected a director, Cinema Lodge of B'nai B'rith. . . . The H and E Balaban circuit was granted FCC permission to acquire two radio stations at $650,000.

## CINCINNATI

Area exhibitors are keeping a wary eye on the spreading Asian flu epidemic, which could lead to the closing of many houses in thickly populated areas. . . . National Theater Supply is moving Sept. 1 to 1716 Logan Street, where better facilities are available for merchandise displays, loading, and customer parking. NTS is renovating and equipping the Uptown, renamed the Cinestage, for Herman Hunt, owner, and has completed renovations in the Capitol, Ashland, Ky., Dick Martin, owner. . . . In were Jack Byrne, New York, MGM assistant general sales manager; Harris Dudelson, Chicago, Buena Vista district manager; and Arthur Sachson, New York, DCA general sales manager. . . . The opening of Paramount's "The Ten Commandments" in the Strand, Middletown, O., was delayed by a dispute between Northio Theatres and IATSE and MPMO as to the number of projectionists to be employed. . . . While members of the Variety Club and guests are staging their annual golf tournament at the Summit Hills Country Club on Aug. 19, the Ladies Auxiliary will enjoy a dinner party at the nearby Beverly Hills Country Club.

## CLEVELAND

Bill Twig, Warners branch manager, was confined to his home with a leg ailment. . . . Joe Scholer, manager, Warners Ohio, Sandusky, O., died suddenly of a heart attack. . . . Ann Soggio was promoted from Columbia biller to booker, succeeding Ed Graves, now with Paramount. . . . Jerry Steel took over the management again of the Apollo, Oberlin, O., which he had turned over to his son for a time.

## DALLAS

Mon Whitcher, branch manager, Columbia, returned from Saranac Lake, N. Y., where he made an inspection tour of the Will Rogers Memorial Hospital and Research Laboratories. As distributor chairman of the Texas Campaign for the Hospital, he is enlisting the aid of every willing person in the industry to help raise funds. At its recent meeting, Motion Picture Operators, Local 249, voted to donate two dollars per member to the Hospital drive. . . . "King Kong," RKO's 26 year old reissue, completed its third downtown run in the past five years at the Strand. . . . The first top Greek-made motion picture to be shown in the United States, "Bed of Grass," was slated for the Coronet. The film was banned in New York by the State Board of Regents.

# TO LIGHT UP HEMINGWAY'S BOLDEST LOVE STORY THAT NO ONE DARED FILM UNTIL NOW!

20th CENTURY-FOX
presents

**Tyrone POWER · Ava GARDNER · Mel FERRER · Errol FLYNN · Eddie ALBERT**

*in DARRYL F. ZANUCK'S production of ERNEST HEMINGWAY'S*

# The SUN ALSO RISES

CINEMASCOPE COLOR by DE LUXE Available with Stereophonic Sound Directed by HENRY KING Produced by DARRYL F. ZANUCK Screenplay by PETER VIERTEL

Featuring GREGORY RATOFF • JULIETTE GRECO • MARCEL DALIO • HENRY DANIELL and ROBERT EVANS • Based on the Novel by Ernest Hemingway

***The Next Great Blockbuster from 20th!...***

## City Council Rejects Segregation Objection

DURHAM, N. C.—The City Council here has rejected a request by a negro preacher that it halt the segregated seating of patrons in the Carolina, located in the municipal auditorium building which is under long-time lease to Abercrombie Enterprises, Inc.

The Rev. Douglas Moore, pastor of the Asbury Temple Methodist Church, who has attempted to break racial barriers at a municipal swimming pool and at a privately-operated ice cream bar, said he and other members of his race had been turned away by the Carolina when they asked to be seated on the main floor.

"Your lessee, the Carolina Theatre Company, is now using its lease in an unlawful manner. Will you please issue a directive or order to the said company demanding them to desist from discriminating against the citizens of Durham on the basis of color . . ." Moore said in a latter to the Council.

City Attorney Claude V. Jones said he already had ruled that the Carolina property had been leased before the U. S. Supreme Court had issued any decision regarding racial segregation, and that decisions as to segregation or nonsegregation would be up to the management of the theatre and not the city until the lease is up for renewal. City Councilman Luther H. Barbour told Moore that the theater lease comes up for renewal in 1960 and that then would be the proper time for consideration of such a request.

### DENVER

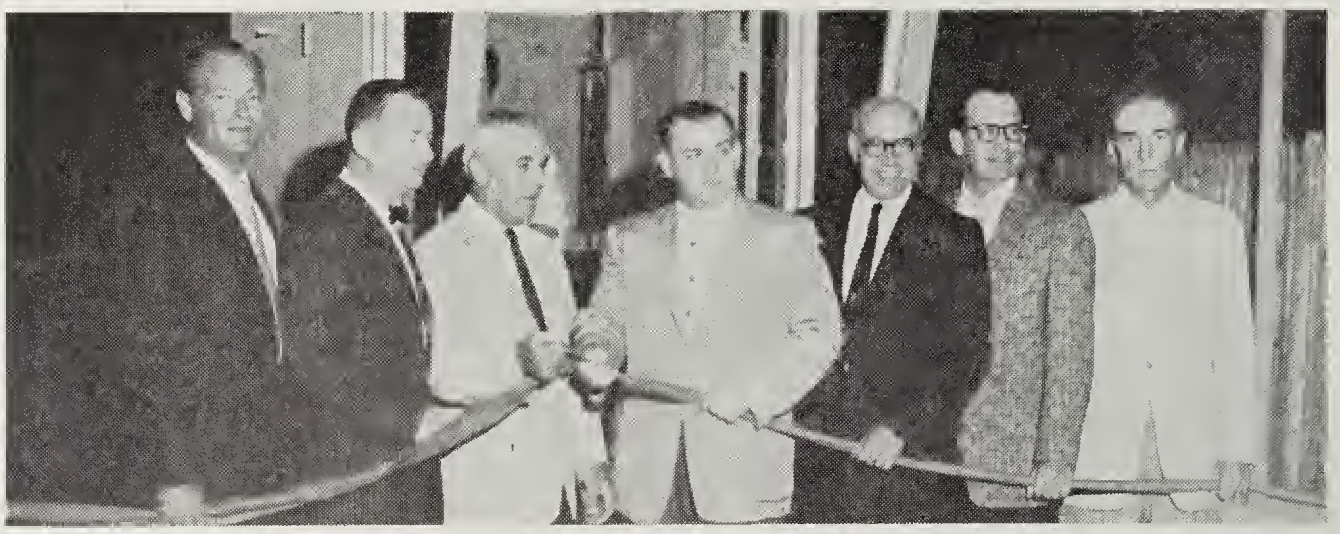
Fox Inter-Mountain Theatres will hold a managers' meeting here Sept. 4-6. . . . The Kit Carson Drive-In, Taos, N. M., was hit by a bolt of lightning that ripped a ditch up to three feet deep across the ramps. . . . Elizabeth Jane Davis, 82, mother of Dave Davis, general manager, Atlas Theatres, and Ray Davis, district manager, Fox Inter-Mountain Theatres, died. . . . W. W. McKendrick, Salt Lake City branch manager, United Artists, was in. . . . Marvin Goldfarb, Buena Vista district manager, went to St. Louis. . . . Gustave Mohme, Los Angeles, owner, Clasa-Mohme exchanges, was in for three days calling on accounts and conferring with Gilbert Martinez, branch manager.

### DES MOINES

Charles Peterson, 72, owner, Windsor, Hampton, Ia., celebrated his 50th anniversary in the theatre business. . . . Jimmy Stewart was in on behalf of Universal's "Night Passage." At a press conference, Stewart contended that do-it-yourself deals were keeping father and husband at home, not TV. Too many are too busy in their basements to take their wives out to the movies, he said.

### HOUSTON

"The Brave One" was being held for a second week in the Delman, according to Ellis Ford. . . . Member theatres of the Greater Houston United Theatre Association are periodically running a special trailer which suggests, "Give Your Wife A Vacation From the Kitchen . . . Take Her Out To Dinner . . . And Then See A Movie." Local restaurants and cafes are cooperating in the campaign by putting up in a strategic place newspaper listings of the various theatres and the feature films being shown.



**Seen at the recent opening of the new Ponta Delgada Drive-In, near Fall River, Mass., were, left to right, Richard Rubin, designer and engineer; Norman Zalkind, Fall River, co-owner; Henry Hart, chairman of the board of Selectmen, Tiverton; Joseph B. Hanify, Esq., administrative assistant to Mayor Kane of Fall River; Hyman E. Lepes, co-owner; Morris Lepes and David Kaufman, contractors of Fall River.**

## Texas Drive-In Owners Schedule Annual Meet

**DALLAS — Eddie Joseph, president, Texas Drive-In Theatre Owners Association, with headquarters in Austin, Tex., where Joseph operates a circuit of drive-ins, has announced that Jan. 19-21 are the dates selected for the annual convention of the organization. The meeting will be held in Dallas, with headquarters at the Baker Hotel.**

**Preston Smith, State Senator and theatre owner and operator from Lubbock, Tex., has been made general chairman of the convention. Clyde Butter, executive secretary of the group, has announced that he is now receiving applications for booth space.**

### JACKSONVILLE

Eighty theatres from Woodbine, Ga., to Key West, Fla., were listed for first-run openings of MGM's "Gun Glory" in a massive advance newspaper ad which ran in the local Sunday Times-Union. . . . Nat Sanders of Atlanta, salesman for Times Film Corporation, called at local booking offices. . . . Joe J. Deitch, Florida State Theatres executive, returned from a lengthy business stay in Texas. . . . WOMPI members were soliciting clothing and household goods for a big Broad Street rummage sale on Aug. 17. . . . Horace Denning, drive-in executive, is serving as Florida chairman for the current Will Rogers Memorial Hospital collection drive. . . . Plans were made for the showing of midweek foreign art films in the San Marco from September through May, 1958. . . . The Garden Club was sponsoring the sale of opening-night tickets to "Around the World in 80 Days" for Bill Beck, Five Points.

## Chicago Theatres Collect For La Rabida Sanitarium

**CHICAGO—Collection Week of the Variety Club of Illinois on behalf of La Rabida Sanitarium was to commence last week. Collections were to be made in all Chicago motion picture theatres, preceded by a filmed appeal featuring Mary Hartline, television's "Fairy Princess" and former star of "Super Circus."**

**The appeal film featured an introduction and narration by Miss Hartline at La Rabida. It was produced by Irving Mack, president, Filmack Studios.**

MIAMI, FLA., NEWS—Loew's will operate a 1,200 seat theatre that will be the key unit in the 170th Street shopping center in Sunny Isles. Melvin Grossman, architect, indicated that the theatre will be equipped for showing all types of film, including CinemaScope, VistaVision, and Technirama. The center is currently under construction. . . . Gordon Spradley is the new manager, 27th Avenue Drive-In. . . . Other managerial shifts include Alvin Lerner, to manager, Cameo, Miami Beach; Traverse Hight, to manager, Sunset, South Miami.

### MINNEAPOLIS

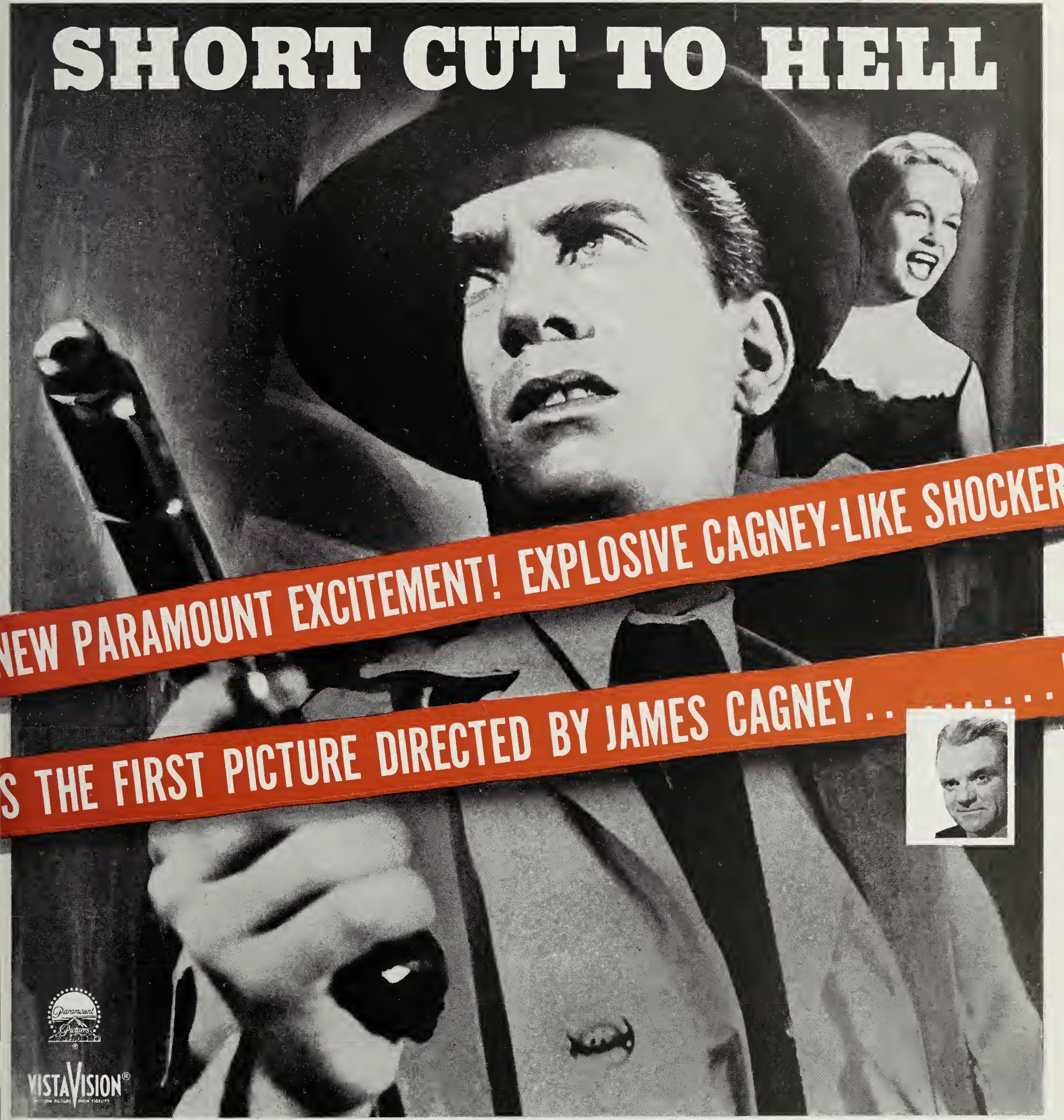
Theatres in the area which have reopened include the Grove, Caledonia, Minn.; Met, Mellen, Wis.; and the Regale, Salem, S. D., which underwent extensive remodeling and redecorating following a fire in a nearby building. Closing were the Family, North Branch, Minn., and the Clinton, Clinton, Minn., after 10 years of operation by Robert Connelly. . . . Milo Kubasch has taken over the management of the Winsted, Winsted, Minn., from A. J. Tremann. . . . Tom Adcox, Shakopee, Minn., has taken over the May, Watkins, Minn. . . . Ernest Anderson, new operator, Midway Drive-In, Fosston, Minn., reopened the outdoor stand after extensive remodeling, including the installation of Cinemascope equipment. . . . Bill Donald, formerly on special assignment by Minnesota Amusement Company for "The Ten Commandments," has been named new office manager, Allied Artists, replacing Perry Smoot, who joined Republic as salesman. . . . Gerald Luedtke, manager, Rio, Appleton, Wis., has resigned to enter the radio field. . . . Joseph Gibbs, owner, Three Lakes, Three Lakes, Wis., died following a heart attack.

### MEMPHIS

The controversy involving the Malco circuit, operator, Crosstown, where "Around the World in 80 Days" is slated to open next week, was at a stalemate, with the circuit offering the union eight dollars an hour, with one or two men in the booth at the option of the union. The projectionists continued to ask $16.67 an hour, with four men working. The film is to open regardless of the outcome of the dispute. . . . Neil Blount, Jr., projectionist, Lamar, and the son of Neil Blount, Sr., Bristol owner, was married at Biloxi, Miss., to a Memphis State University coed.

It appeared that Memphis citizens would get no chance to see 20th-Fox's "Island in the Sun" inasmuch as nearby West Memphis, Ark., also banned the film.

The crowds are buying action—and you'll get plenty at your boxoffice with this fascinating and frightening story about a professional killer with a gun for hire...


SHORT CUT TO HELL
NEW PARAMOUNT EXCITEMENT! EXPLOSIVE CAGNEY-LIKE SHOCKER
S THE FIRST PICTURE DIRECTED BY JAMES CAGNEY . . . . . . . .
Paramount Pictures
VISTAVISION®

with **ROBERT IVERS · GEORGANN JOHNSON**

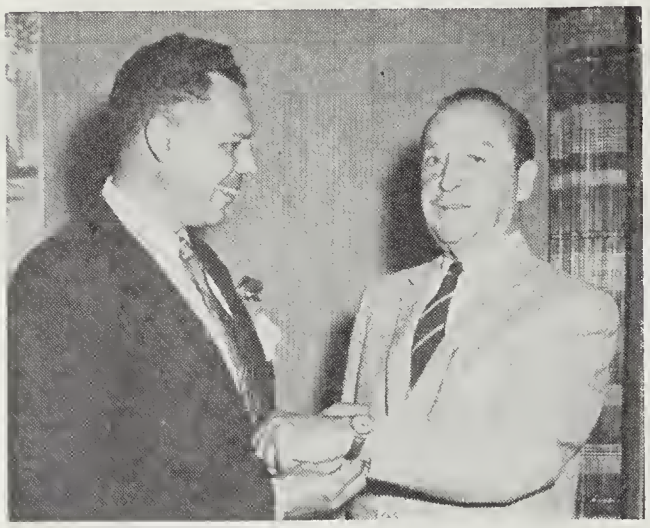
Produced by A. C. Lyles · Directed by James Cagney · Screenplay by Ted Berkman
and Raphael Blau · Based on a Screenplay by W. R. Burnett
From a Novel by Graham Greene · A Paramount Picture

# Milwaukee Exhibs Hit "Commandments" Plan

MILWAUKEE—At a luncheon meeting last fortnight, to which all exhibitors of the city were invited, Ben Marcus, chairman, Emergency Defense Committee, Allied States Association, registered exhibitors' opposition to alleged forced bidding instituted by Paramount and the De Mille Organization for "The Ten Commandments," to de luxe theatres.

Paramount was said to seek selection of three of the 12 de luxe theatres here for the exhibition of "The Ten Commandments," through the process of bidding in what was said to be three zones.

After a thorough discussion of the matter, the exhibitors passed a resolution which condemned the alleged Paramount-De Mille distribution policy, protested the forced bidding and withholding of the film from general release, and recommended that a representative group of exhibitors from the city meet with Paramount spokesmen in an effort to work out "an orderly method of distribution of this great motion picture."



William "Jud" Garranbrandt, veteran stage hand and projectionist, St. James, Asbury Park, N. J., recently received a watch from Walter Reade, Jr., when he retired from 45 years of service with Reade Theatres.

# Gulf States Allied Backs Vogel Group

NEW ORLEANS—At a board of directors meeting of Allied Theatre Owners of the Gulf States held on last fortnight in the Jung Hotel here, the board voted unanimously to support Loew's Inc., president Joseph R. Vogel and his present management team in the impending proxy fight with the Joseph Tomlinson, Stanley Meyer, Louis B. Mayer axis for control of the company.

Association president Abe Berenson reported that plans for the forthcoming 10th anniversary convention, to be held at the Edgewater Gulf Hotel, Edgewater Park, Miss. were forming up favorably. Pre-convention reservations had already exceeded prior conventions, he said.

National Allied president Julius Gordon will be the principal speaker at the convention luncheon on Aug. 31.

## NEW ORLEANS

United Artists newcomers are Maxine Fisher and Janet Bischane. . . . Mrs. M. D. Harris advised Transway of the closing of the Gem, Gibsland, La. . . . Beachem Purswell is the new owner, Victory, Loxley, Ala. He requests that all mail be addressed to him at Route 1, Box 117, Loxley. . . . Paramount salesman Harold Stewart Wickoff, 60, died at his desk of a heart attack.

## NEW HAVEN

HARTFORD, CONN., NEWS—Floyd Fitzsimmons, Loew's eastern press representative, conferred with Edith Alperin, Hartford Theatre Circuit, on the regional premiere of "The Happy Road" in the Art. . . . Mike Todd, producer of "Around the World in 80 Days," participated in New Haven and Hartford press receptions ahead of openings. Film was slated for last week in the Whalley, New Haven, and had its state premiere in Stanley Warner Strand here last month. . . . Bill Murphy quit as assistant manager, AB-PT's Allyn. He formerly managed the circuit's Paramount, Barre, Vt. . . . Rube Lewis, stage manager, Loew's Poli Palace, was honored at a testimonial dinner, marking his retirement from show business after 47 years. Harry F. Shaw, division manager, Loew's Poli-New England Theatres, Inc., was toastmaster. . . . Bob Schwartz inaugurated a first-run art film policy in the Ville, Waterbury, Conn. . . . Sperie Perakos, general manager, Perakos Theatre Associates, named John Daugherty, former manager, Art Cinema, Bridgeport, Conn., as manager, first-run Beverly, Bridgeport, succeeding Don E. Felix, who has left to become manager, E. M. Loew's Milford, Conn., Drive-In.

## NEW YORK

Joseph Bellfort, general European manager, RKO Radio, arrived from Paris for home office conferences on forthcoming product. . . . Union Film Distributors slated Aug. 20 to unveil "The Last Bridge" in the Normandie. . . . The Paramount launched Warners' "The Curse of Frankenstein" in a midnight Horrothon premiere. . . . DCA set Aug. 21 for the opening of "Battle Hell" in Brandt's Mayfair, while "The Devil's General" and the Fernandel "Three Feet in Bed" bowed in 17 art houses in the metropolitan area last week.

Funeral services were held last fortnight for Albert Gutterman, 66, former Loew's Theatres manager who died after a long illness in Midwood Hospital, Brooklyn. He managed the Delancey for 30 years until his retirement in 1936.

NEWARK, N. J., NEWS—Joseph Hack is the new assistant, Regent, Elizabeth, N. J., replacing Lillian Soares, who left to join the local Stanley Warner office. Fred De Angelis is manager. . . . George Karros, manager, Capitol, Belleville, N. J., and Phyllis Clark, assistant manager, Roosevelt, recently were married. . . . George and Louis Gold sold the Rivoli to Arthur Berger. The theatre has been completely redecorated, with new carpeting, new seats, a new screen, and new air conditioning.

## PHILADELPHIA

Stanley Warner announced the permanent closing of the New Oxford, New Oxford, Pa. . . . Jane Russell was to arrive for a visit on behalf of United Artists' "The Fuzzy Pink Nightgown," escorted by publicist Max Miller. . . . Jayne Mansfield visited briefly on behalf of 20th-Fox's "Will Success Spoil Rock Hunter?" and was interviewed by newsmen aboard her special train in 30th Street Station.

The New Jersey Messenger Service, founded in 1922 by its present owner, Meyer Adleman, recently received a pat on the back for its long service to the industry and, indirectly, to the public, from the Chamber of Commerce News of Greater Philadelphia. The company "performs a service which is as vital to the movie industry as it is vital to our civilization. It's transportation," it was said.

Mrs. J. J. O'Leary, wife of the former Comerford Circuit executive, died last week. Funeral services were at Cusick's Funeral Home, Scranton, Pa. An earlier Mass took place at Our Lady Of The Snows Roman Catholic Church, Clark Summit, Pa. . . . The World is displaying the work of local artists in its newly renovated lobby. . . . A reception was held at the Warwick Hotel to introduce Jane Greer, starring in U-I's "Man Of A Thousand Faces," to the local press and exhibitors. Universal press agent Dave Kane handled arrangements for the affair.

Gus Nestle, manager, SW Wintergarden, Jamestown, N. Y., comes up with the fish story of the year. He caught the above 47-inch Tiger Musky while fishing with his brother-in-law Robert Anderson on Lake Chautauqua.

# Theatre Doorman Retires For Second Time At 89

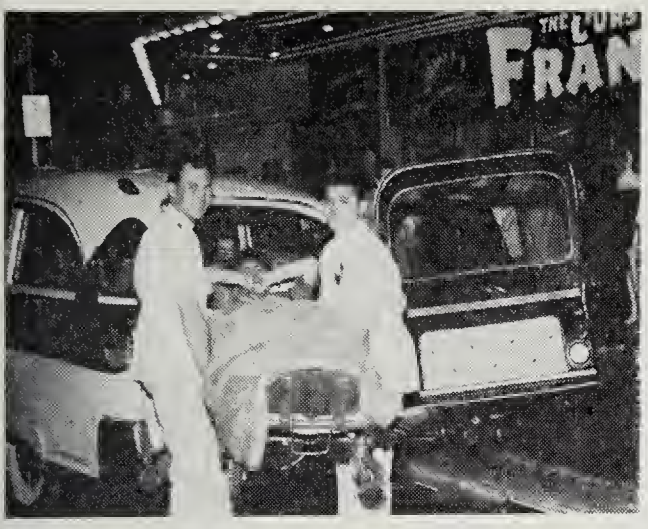
CLEVELAND—"Pop" Booth, doorman at the Hippodrome for the past 13 years, retired recently on his 89th birthday. This is his second attempt at retirement.

Before joining the Hippodrome, Booth had been a salesman for the McHugh Seating Company for 32 years. During this period he supervised erection of grandstands in Washington for four presidential inaugurations, two for Woodrow Wilson and one each for Warren G. Harding and Herbert Hoover.

His wife, a buyer for the Kresge Company, plans to retire in January, when they will occupy a new home.

# SW Promotes Several In Connecticut Zone

HARTFORD, CONN. — Harry Feinstein, Stanley Warner zone manager, recently announced several promotions. Joseph Miklos, former manager, Embassy, New Britain, Conn., was upped to manager, Strand, New Britain, succeeding the late Joseph S. Borenstein; Michael Mowchin, formerly Borenstein's assistant, to manager, Embassy; Edward McCloskey, Embassy assistant, to the Strand in similar post; William McGrath, former manager, State, Manchester, Conn., to the Palace, Danbury, Conn., succeeding the late Jack Harvey; and William Sheppard, formerly State assistant, to State manager.



**This patron of the California, San Diego, Cal., was unable recently to take it during a 'round-the-clock Horrorthon premiere featuring Warners' "The Curse Of Frankenstein," which opened at midnight. She later recovered, it says here, and returned to catch the rest of the show.**

## PITTSBURGH

The summer meeting of the board of directors, Allied States Association, was to be held in the Penn Sheraton Hotel here this week. . . . The "Ten Commandments" is scheduled to end its run in the Warner on Sept. 4, completing 26 weeks. . . . Guy Oglietti, Beechburg, Pa., exhibitor, was recuperating at home following a heart attack. . . . Larry Katz, international representative, IATSE, died of a heart attack. . . . Nat Rosen, 20th-Fox branch manager, underwent surgery in the Eye and Ear Hospital. . . . Alex Manos, recuperating from a back condition, has resumed booking duties for the Manos Circuit. . . . Clyde Waugaman, who recently leased the Vox, Ligonier, Pa., scheduled the reopening for last for tonight under the name of the Frontier. . . . Township commissioners of Wexford, Pa., recently refused permission for the construction of a drive-in there. . . . Harry Rachiel plans to reopen the Gem, Derry, Pa. . . . The SW Rowland, Wilkinsburg, Pa., has air conditioning.

## PORTLAND

Walter Hoffman was in working with M. M. Meshder and Dick Newton, Paramount, on plans for the premiere of "Omar Khayyam" in the Paramount. . . . "Curse of Frankenstein" did top business in the Orpheum, but proved a nightmare in more ways than one to Fox-Evergreen manager Oscar Nyberg. Police weeded out juvenile offenders of the city's curfew ordinance when they checked the theatre shortly after 11:30 p.m. Officers found about 700 patrons waiting to buy tickets and another 1200 inside the theatre. It was estimated that 40 per cent were juveniles. . . . Al Forman, United, opens "Portland Expose" in the 82nd Street, Sandy Boulevard, and the newly acquired Family Drive-In, starting his multiple first run policy, today (Aug. 14). The Allied Artists crime film was also to premiere day and date in the Oregon and Egyptian, hard-top houses.

## ST. LOUIS

Bob Craven now is manager, Columbia Amusement's Varsity, Murray, Ky. . . . Jimmy Brunton, partner in Br-An-Co, southeastern Missouri film hauler, underwent major surgery in Missouri Baptist Hospital. . . . Virgil Mantle was a recent addition to the MGM booking staff, succeeding Julia Hlavaty, resigned. . . . United Artists district manager Mike Lee was in Omaha for the

*(Continued in column 3)*

# New UA Exchange Opened In Omaha

OMAHA—United Artists formally opened its new Omaha exchange offices last fortnight in ceremonies presided over by James R. Velde, general sales manager, and Al Fitter, western division manager. Regional circuit officials and exhibition leaders were guests of UA at the inaugural and a cocktail reception that followed.

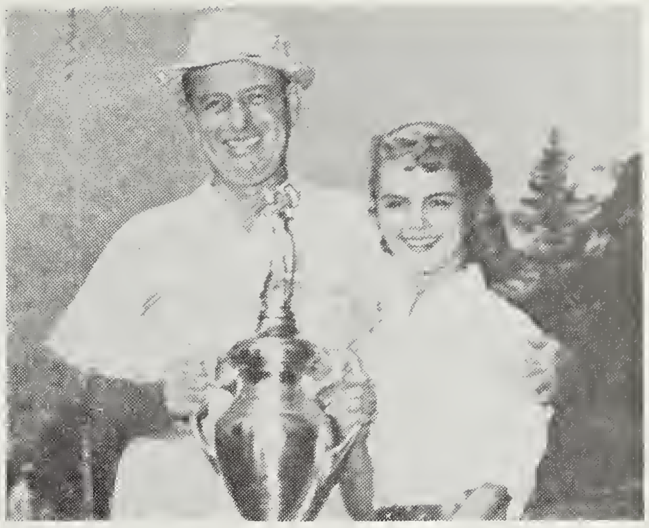
The exchange is a one-story building located at 309-311 North Sixteenth Street, formerly occupied by Paramount. The 3800-square-foot facility replaces the old UA branch at 1508 Davenport Street. The expanded offices will expedite the handling of increased business registered progressively over the past five years, it was said.

In addition to Velde and Fitter, UA executives participating in the ceremonies included F. J. Lee, midwest district manager, and David V. McLucas, branch manager.

## Marcus On Appeals Unit As PCA Sets Up Board

**MILWAUKEE—Ben D. Marcus, president, Marcus Theatres Management Corporation, which operates 28 situations in Wisconsin and is the largest independent circuit in the state, is one of six exhibitors in the country to be named to the new review board of the Motion Picture Association of America's Production Code Administration.**

**The review board will have the authority to hear and decide appeals from decisions of the PCA, functioning as a kind of "Supreme Court." It is comprised of 20 members.**



**Bill Srere, chief barker, Variety Club of Southern California, and Carolyn Craig, Allied Artists starlet and "Miss Variety Club of 1957," hold the cup recently awarded to Judy Poynter, winner, Eighth Annual Variety Club Calcutta Golf Championship held at Lakeside Golf Club.**

opening of the new UA exchange there. . . . Hugh Nesbitt, Universal salesman, left St. Luke's Hospital to recuperate further at home. . . . The Hull, Hull, Ill., was reopened by Tom Gates.

## SALT LAKE CITY

Keith Pack, Warners salesman, has been promoted to branch manager, succeeding William F. Gordon, who is retiring after holding the post for 33 years. Gordon will continue to act in an advisory capacity for the company. Pack joined Warners as a booker in 1926, and became a salesman in 1936.

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Today your sound *must* be perfect! Every dollar you invest in an ALTEC SERVICE contract pays dividends at your box office.

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## Reading Rules Bingo Subject To Full Tax

READING, PA.—City authorities ruled recently that all bingo parlor operators must pay the 10 per cent city amusement tax which is levied against theatres and other entertainment. Not only admission tickets to the bingo hall, but also sales of bingo cards and all other income received by the operators from players are subject to the impost.

Donald F. Spang, attorney for the operators, was seeking a conference with civic authorities, but it was understood that the city would stand firm on its contention that a door ticket tax only would be unfair to theatres, which pay full tax on all patron income.

*Be Sure To Attend*

***the Variety Club Dinner***

***in honor of***
***Colonel Sir George***
***James Cullum Welch***
***Lord Mayor of***
***London and***
***OUR HOST***
***AT THE NEXT***
***VARIETY CLUB***
***INTERNATIONAL***
***CONVENTION***
***on Monday,***
***August 19,***
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MEMBERS NATIONAL FILM CARRIERS, INC.

**Anthony Steel, left, who stars in the Rank Organization's "Checkpoint" and "The Black Tent," current releases, is seen on a recent New York visit with Kenneth Hargreaves, president, Rank Film Distributors of America.**

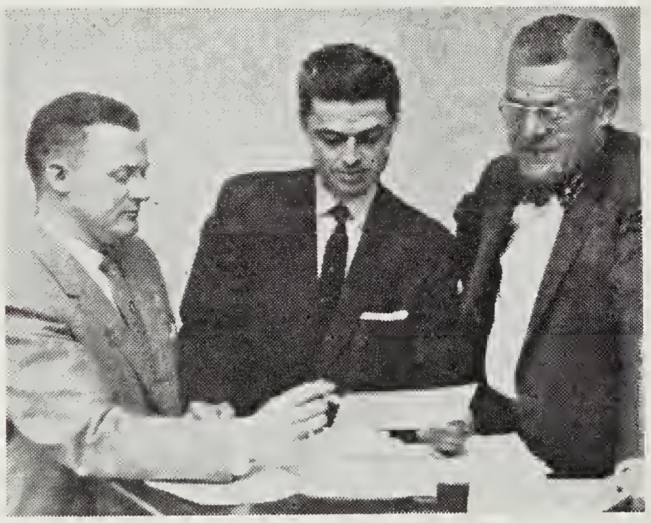
### SAN ANTONIO

The Bandera Drive-In patio was the scene of a free rock 'n roll dance and a display of hot rods during the run of "Dragstrip Girl" and "Rock All Night." . . . Lew Waide, Republic salesman, was calling on exhibitors here. . . . Fernando Obledo, new Columbia Mexican film salesman in this area, has announced that temporary offices have been established in the International Building. A new branch exchange soon will be opened for Spanish exhibitors in another downtown office building. . . . The Town Twin Drive-In has signed a three year agreement with the Moving Picture Machine Operators Union. Gordon H. Dyer, president, said the long term agreement was the first to be negotiated between drive-ins and unions in this area. The agreement came after continued incidents of vandalism allegedly created by theatre-union disputes. . . . Frank Herrera has joined the staff of the Azteca exchange. He was formerly with the Alameda as assistant to Ignacio Torres, manager. . . . Having chalked up the longest run, the most viewers, and the most money in San Antonio theatre history, "Around the World in 80 Days" was scheduled to close at the Broadway around Labor Day.

### SEATTLE

Top scores at the annual Variety Club Film Row Golf Tournament, held at the Rainier Golf and Country Club, included, for The Variety Club Trophy, low gross, Bill Stahl, National Theatre Supply, with 72 par; low gross Ed Lamb Trophy was won by Army Marion; the Calcutta Tournament was taken by Bud Saffle, with a net of 63; the Josuah Green and J. T. Sheffield Trophy was won by B. F. Shearer; and the Herb Sobottka Trophy for women's low gross was won by Mrs. John Hamrick. . . . Rev Kniffin, 20th-Fox district manager, was in from Los Angeles for staff meetings. Also attending was Mike Powers, eastern Washington salesman. . . . Mrs. Barbara Lumbert left Sterling's accounting department and Mary Lou Stewart has joined the accounting staff, leaving her post as cashier, Uptown. . . . Harry Thomas was in to attend an independent theatres' meeting, as was H. Neal East, Paramount. . . . The Pateros, Pateros, Wash., owned by William Scott, has reopened.

The remodeling work at Hamrick's Music Box, including installation of new fluorescent lighting, painting and redecorating, and new carpeting of the foyer, has been planned so as not to interrupt movie schedule. . . . Lloyd Owanbey, National Theatre Supply district manager, was up from Los Angeles to confer with Harry Plunkett and the sales staff. . . . Sammy Siegel, Columbia exploiteer, was in from San Francisco for a few days. . . . National Theatre Supply has completed installation of equipment in two Alaskan theatres, the Nomerama, Nome, and the Midnight Sun, Katzebue.



**John R. Patno, Jr., manager, Strand, Holyoke, Mass., chairman, Holyoke Chamber of Commerce's newly-organized monthly breakfast meetings, is seen, center, discussing plans with co-workers T. M. Downing, left, and Stuart R. Russell, right. Local businessmen are saluted when they have achieved "something outstanding."**

### WASHINGTON

Joe Brecheen, with RKO for 15 years, has been named branch manager, Buena Vista. . . . Frank La Falce, Stanley Warner director of advertising, and Mrs. La Falce were given a bon voyage luncheon at the Motion Picture Association. La Falce left for a European trip which was awarded by Stanley Warner. . . . Motion Picture Theatre Owners president Julian Brylawski met with members at a luncheon to complete plans for the Will Rogers audience collections in the area. Brylawski appointed Marvin Goldman, K-B Theatres, chairman of a committee to lend special assistance to members. Also named to the committee were Morton Gerber, District Theatres, and Lloyd Wineland, Jr., Wineland Circuit.

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**JACK HAYES SEATING SERVICE**
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# Zoners Recommend No Permit For Drive-In

WILMINGTON, DEL.—The New Castle County Levy Court reserved decision at the conclusion of its hearing last fortnight on the Zoning Commission's recommendation to deny A. M. Ellis Theatre Company's petition to rezone 13 acres to permit a drive-in in the area. The Commission's reason for denying the petition was that the general character of the neighborhood is residential and there is a trend to residential development. Denying this, Aubrey B. Lank, counsel for Ellis, described the neighborhood as static, not more than three houses having been built in 10 years between the B and O railroad and Ridge Road, 5,000 feet away. The proposed interstate expressway, he said, will pass within 100 to 200 feet of the proposed property line and will completely change the character of the neighborhood. Lank also asked the Levy Court to consider that the $350,000 cost of the proposed theatre along Naaman's Road would add assessment and tax revenues to the county.

When asked about the added income, Charles E. Klingmeyer, president of the court, replied, "Do you think we as Levy Court Commissioners should consider added income against the inconvenience of the people who have built homes in this area? Should we follow that theory?" Lank said it was not the only thing to be considered, but that the result of increased revenues will be to the public good as compared with the inconvenience of a very small number of people in the immediate area.

On hand at the hearing, it was reported, were some 20 residents of the neighborhood, represented by attorney Clarence W. Taylor.

## Welfare Fund Grows

HOLLYWOOD—More than $7 million has been contributed to the Motion Picture Industry Health and Welfare Fund since its establishment five years ago by some 15,000 industry employees, it has been disclosed by fund administrator Ted Ellsworth in his annual report. It was stated further that $1,614,457 was contributed in the course of the fiscal year just ended.

According to the terms of the MPIHW agreements formulated in 1952, more than 300 employers contribute six cents per hour for each straight time hourly employee, the same for each hourly employee working under a weekly guarantee schedule, and $3.24 per week for each salaried employee.

## Ambassador Whitney To Present Awards

**NEW YORK — His Excellency, The Honorable John Hay Whitney, United States Ambassador to the Court of St. James's at London, will make the 1957 presentation of The Golden Laurel Awards at the Edinburgh Film Festival in Scotland, it was announced by David O. Selznick, founder and donor of the annual awards.**

**The distinguished American diplomat will make the presentation of the eighth annual series of the coveted motion picture awards on Sept. 8 in Edinburgh. The Golden Laurel Awards are made annually to those motion pictures produced anywhere in the world, except films made in the United States or by Americans abroad, which make the greatest contribution to mutual understanding and goodwill among the peoples of the world.**

# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "the A-MAN Corner." Add your name and address. Names and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly made business, she should specify her sex.

**THEATRE MAN** of long experience. Past 12 years as exhibitor. Has sold lease and is available for position with circuit or independent. **BOX A814, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGER AVAILABLE** immediately. Drive-In and conventional experience, 6 years. Anywhere U.S.A. or Hawaii. Single, twenties, sober, top salary, exchange references. Draft exempt. **BOX B814, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**WANTED MAN AND WIFE** to run theatre. Man as projectionist, wife as cashier. Must know entire theatre operation including buying, booking, etc. **FRANK PATTERSON, Box 36, Junction City, Ark.** (87)

**WANTED, MANAGER** for college town theatre. Rush replies, **ARMSTRONG CIRCUIT, INC., Bowling Green 1, Ohio** (87)

**MANAGER, ASSISTANT.** Exploitation. Last position assistant general manager. Experience Paramount Circuit, Detroit, Miami. Independent, Virginia, North Carolina. Available now. Prefer Midwest. Will go anywhere. **J. A. DRINCHOUSE, 503 E. State, High Point, N.C.** (87)

**DRIVE-IN MANAGER AVAILABLE.** Concession and drive-in experience as well as all phases of exhibition. Formerly with Stanley-Warner for 19 years. References. **MAURICE DOVBERG, 3027 Hole St., Phila. 49, Pa. Phone: Pioneer 3-9558** (87)

*Address all correspondence to—* **The A-MAN Corner** **Motion Picture Exhibitor**
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**BERLO WILL INCREASE YOUR NET REFRESHMENT PROFITS!**

Whether you operate an indoor or drive-in theatre . . . in a big metropolitan area or a small neighborhood community . . . you'll earn more actual net profit when Berlo operates your refreshment stand than you can earn running it yourself! . . . You and your money will be completely free to operate and promote your theatre FULL TIME!

**BERLO TAKES CARE OF EVERY PROBLEM YOU HAVE . . .**
***all YOU do is CASH IN on net profits every month!***

- BERLO *hires* and *trains* your sales people — and supervises them.
- BERLO pays all salaries, social security, workman's compensation and unemployment taxes . . . does all your bookkeeping!
- BERLO buys, installs and services all finest concession equipment.
- BERLO, with over 40 years of successful vending experience *knows* what sells best and how to feature it for fast turnover!
- BERLO buys and stocks only first-quality merchandise . . . delivers it promptly . . . and keeps stocks tasty-fresh!
- BERLO supplies you with everything . . . from candy machines to complete Lobby Shops.
- BERLO pays for dramatic, hard-hitting sales promotion.
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# End To N. Y. Censors Seen By Attorneys

NEW YORK—Industry attorneys last fortnight expressed confidence that with the recent reversal of the Board of Regents' ban on "immoral" movies the only remaining basis for license denial, "obscenity," would be successfully challenged next.

Such action would completely knock out prior censorship of films in New York State, but criminal prosecution after showing would remain a contingency.

The Court of Appeals ruled earlier last month that under present interpretations of state law films could be censored only if they were "obscene."

The constitutionality of the word "obscene" in the New York statute on film censorship could be expected to be challenged next in the courts, according to counsel for Kingsley International, distributor, "Lady Chatterly's Lover," the ban on which was lifted when the Appellate Court unanimously ruled that the Board of Regents could only censor a motion picture if it was "obscene," and which Regents had held to be "immoral."

## Reade Drive Launched

OAKHURST, N. J.—Managers of the nearly 40 conventional and drive-ins of the Walter Reade Theatres are honoring their vice-president in charge of theatre operations, Nick Schermerhorn, with a six week summer showmanship drive.

More than $5,000 in cash awards will be distributed, and managers will compete with each other in six categories: gross, expenses, attendance, concessions, exploitation, and theatre operations. Points will be awarded for the best job in each category, and the manager with the most points will win weekly prizes. The grand prize for the top ten winners will be awarded at the conclusion of the drive in September.

SCHERMERHORN

## Theatre Receipts

WASHINGTON—The Department of Commerce estimates in its annual National Income Number of the Survey of Current Business that gross receipts of motion picture theatres in 1956 were $1,298,000,000, compared with $1,286,000,000 in 1955.

Recepits rose to a high mark of $1,692,000,000 in 1946, fell to $1,227,000,000 by 1953, and have been increasing slowly ever since.

## Visual Drama Feature

NEW YORK—Visual Drama, Inc., subsidiary of RKO Teleradio, will have "Guns Don't Argue" ready for release in September, according to an announcement from Robert Manby, vice-president of RKO Teleradio.

The picture is being completed in Hollywood by William Faris, the producer of "Gangsters," and the campaign is being readied by Terry Turner and Don Thompson.

## Mansfield On "Success" Tour

NEW YORK—In one of the most extensive personal appearance tours ever scheduled, 20th-Fox is dispatching glamorous Jayne Mansfield to more than 35 U.S. and Canadian cities on behalf of "Will Success Spoil Rock Hunter?"

## In This Issue:

Expansion On The Double *Page PE-5*
Westrex Officers Realigned *Page PE-6*
Extra Profits News Items *Page PE-8*
New Trend In Vending *Page PE-9*
Fall Market Guide *Page PE-12*

# PHYSICAL THEATRE

•

# EXTRA PROFITS

**BILL HADDOCK,** ***Editor***

FALL
MARKET
ISSUE
JOHNSON'S
WAX-STRIP

*An every-fourth-week combined department devoted to the physical structure of the drive-in and conventional theatre, its design, equipment and furnishings, with a special section devoted to theatre concession operations and management.*

**Volume 12** **Number 9**
**August 14, 1957**

THEY GO FOR A TOP-QUALITY SHOW . . .

"COKE" IS A REGISTERED TRADE-MARK. COPYRIGHT 1957 THE COCA-COLA COMPANY

DRINK
Coca-Cola
HOT
POP
CORN

THEY EXPECT TOP-QUALITY REFRESHMENT!

Movie-goers today are quality-minded folk. They flock to a top-quality picture . . . with the same good taste, they know and prefer Coca-Cola as top quality among beverages. More of them pause *more often* for the good taste of Coca-Cola. And every pause means extra profit for you!

Serve
Coca-Cola
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SIGN OF GOOD TASTE

4 STAR FEATURE ★ QUALITY ★ PREFERENCE ★ PROFIT ★ SERVICE

## LAYING IT

# On The Line

## Sell The Show, Too

A circuit executive in New England recently was reported to have facetiously prophesied that drive-in patrons soon will be more interested in "What's on the menu tonight?" than in "What's playing?"

Anyone with the welfare of our industry at heart who is also abreast of the times might well give these remarks more than light consideration, for two reasons. First, they reflect the robust health of drive-in operations in general and support our feeling that some outdoor theatres of today may well be destined to replace the old-fashioned amusement park in their own way; in more and more drive-ins, a carnival atmosphere prevails and equipment to entertain patrons apart from the screen offering shares the spotlight with elaborate amusement and refreshment operations. Second, they also indicate, while hinting that the sky's the limit for the future development of drive-ins, that the exhibitor must be wary lest the reason for his theatre's existence—the screen fare itself—be lost in the shuffle.

Facetious or not, such a warning is worth pondering. A glance at the Fall Market Guide published in this issue should be enough to outline how deeply committed the industry is to the screen as well as to the incidental entertainment facilities demanded more and more by patrons, not only in drive-ins, but also in conventional theatres. While the exhibitor justifiably seizes every opportunity to supplement film profits, he must be careful not to loose sight of the fact that his theatre cannot exist unless his equipment and presentation of film product is the best possible in the circumstances. After all, the amusement park did not survive on its own and it's not going to survive alone in the future!

A Philadelphia concessionaire has reported that in a 2,000-odd seat house which on one Sunday grossed $4,300 on "The Ten Commandments," $850 was taken in at the refreshment stand when the management was advised to extend the customary four-minute intermission to 15 minutes. The moral to this is a clear one: only by planning ahead, through concessionaire or other source of supply, were such extra profits possible on a day when ordinary suppliers were closed. Certainly, very few stands would have sufficient inventory to meet such a demand, created by the shrewd blending of screen and incidental offering. What was accomplished in this case can be repeated many times over without sacrificing the film entertainment that has made this industry great.

We venture to suggest that agressive showmanship in every kind of situation emphasize the screen and other entertainment and refreshment values equally, linking one with another as most alert theatremen already have done, without stressing the latter to the disadvantage of the former. Only in this way is the movie theatre as we have known it going to go on living.

**PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.**

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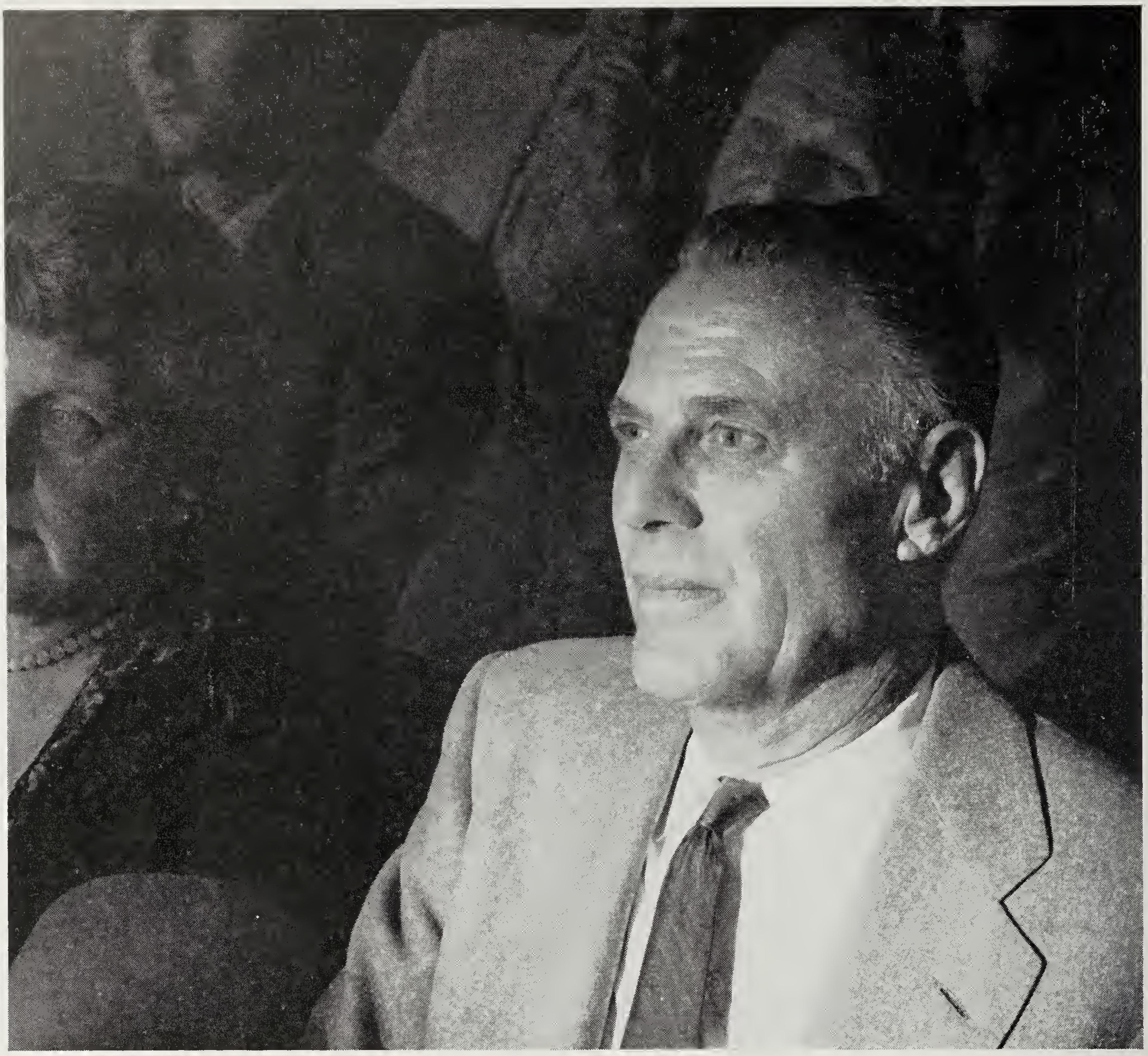

**MR. EXHIBITOR:**

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Today's movie-goer is light-conscious. Without realizing it he compares your picture with what he sees on other screens— with what he's heard about advances in color, wide screens and life-like projection. Your customers expect the best.

"National" Projector Carbons meet today's demand for bright light at minimum cost to exhibitors. Here, for example, are four "National" carbons offered in the past few years that provide as much as 20% more light with up to 25% slower burning:

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PHYSICAL THEATRE
Vol. 12, No. 9 August 14, 1957

APACHE
TWIN
THE LONE RANGER
IN COLOR AND
TARGET ZERO

EAST SCREEN
WEST SCREEN

# Expansion On The Double

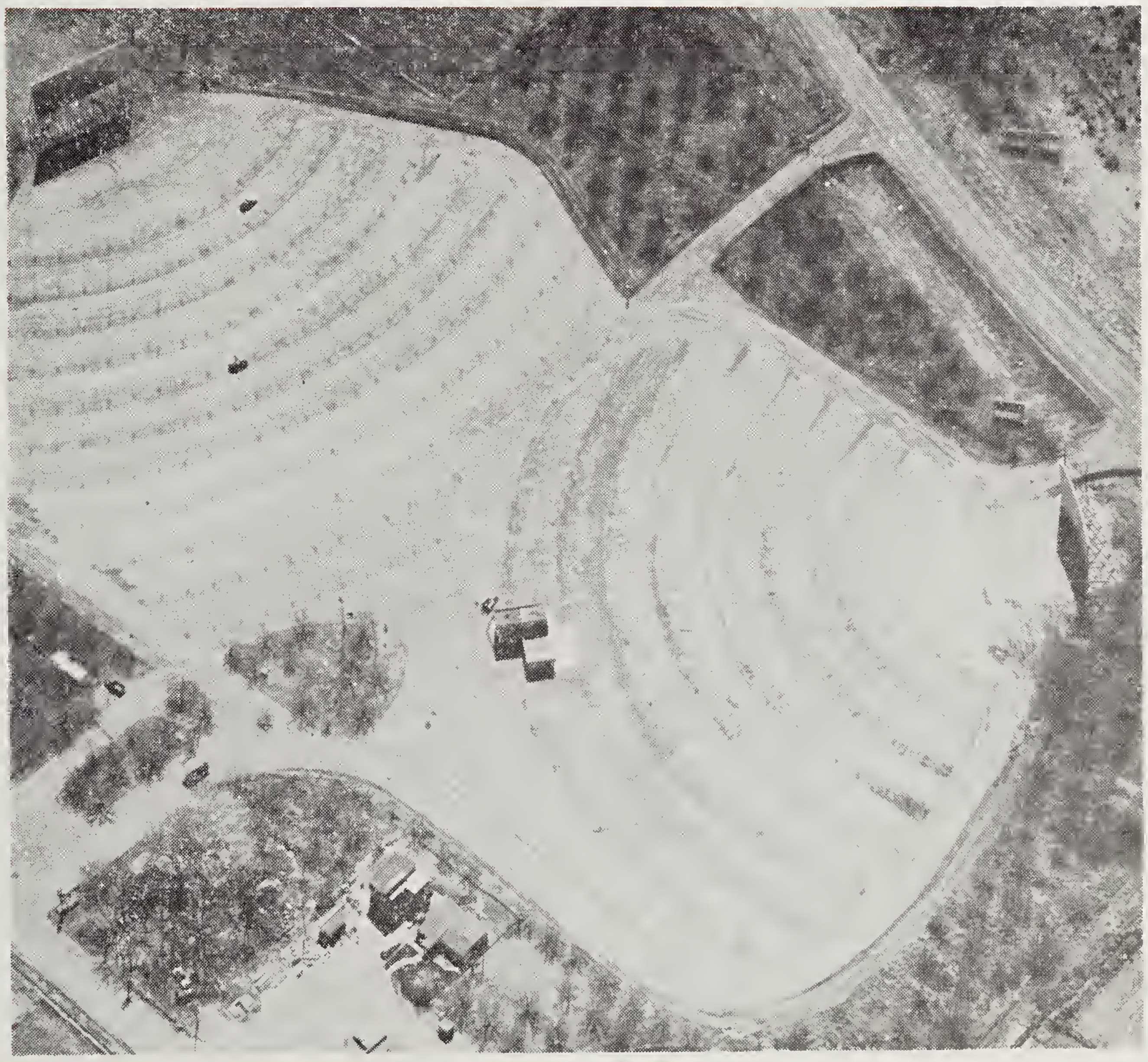
WHEN Russel Allen and Kelly Crawford decided to enlarge their five-year-old, 340-car Apache Drive-In to keep pace with the oil-booming economy of nearby Farmington, N. M., they were fortunate that adjacent land was available for purchase to carry out their idea of making the situation a twin theatre without delay.

However, the exhibitors, not necessarily with economy at mind, held their expansion program to one appropriate in every way to the circumstances and, while providing the best in equipment and comfort, held renovations to a minimum beyond those essential to the development of the new tract of land. The ozoner now covers 14 acres, divided about half and half between the two theatres, the new section having the slight advantage of accommodation for 440 cars, dictated by the natural features of the property.

In order to avoid moving or altering the existing playground and concession building, the twin to the original drive-in is situated at a slight angle, with the result that the two screens do not face each other, unlike many similar outdoor operations. The recreational facilities are adjacent to each other and are convenient to both sides of the theatre.

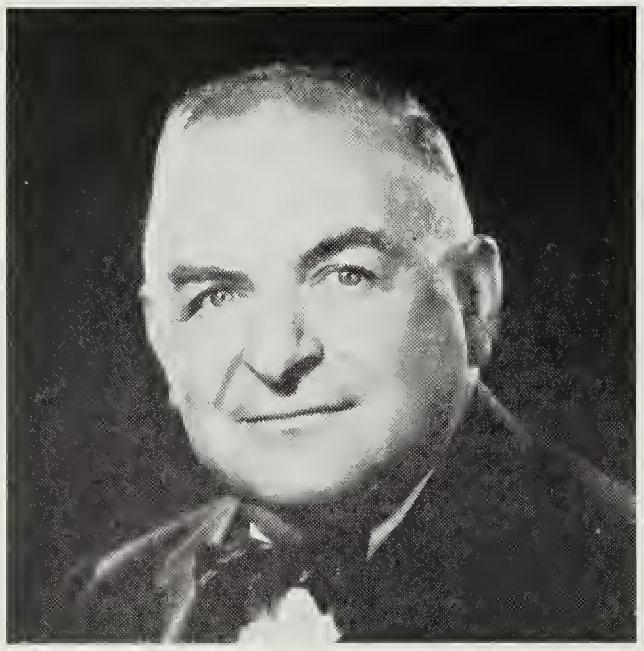
The policy of the Apache management is to have something on the large, MancoVision screens at all times during the evening; feature breaks of the two sections are staggered, with the result that enlargement of concession stand or playground was eliminated. Intermission trailers and specials are run together with commercials and preview films, which has elicited much favorable patron

(Continued on page PE-6)



# Westrex Officers Realigned

E. S. GREGG



FREDERICK R. LACK

FRANK A. UNGRO

NEW YORK—Westrex Corporation announced recently the resignation of Eugene S. Gregg, president, under the retirement rule, effective Aug. 31, 1957. He will be succeeded by Frederick R. Lack, who will continue as vice-president, radio division, Western Electric Company, of which Westrex is a wholly-owned subsidiary.

With Western Electric since 1911, Lack was awarded the Presidential Certificate of Merit for his work in World War II. He has been a member of the board of directors of Western Electric since 1945, and a director of Westrex since 1947.

Gregg, graduated from Austin College, Sherman, Tex., subsequently took graduate work at the University of Chicago. During World War I, he was captain in the shipping section of the General Staff, which reported to General Peyton C. Marsh. After the war, he joined the American International Corporation and in 1921 he became chief of the transportation division, Department of Commerce, when Herbert Hoover was Secretary of Commerce. Gregg joined Western Electric in 1926 as statistician and became associated with the motion picture industry in 1928 when he was transferred to Electrical Research Products, Inc., a former subsidiary of Western Electric, as export manager. He was elected vice-president and general manager of Westrex Corporation, successor to Electrical Research Products, in 1941 and was named president in 1954.

Westrex also announced the election of Frank A. Ungro, treasurer, to the post of executive vice-president, effective last month. R. A. Colistra, comptroller, was elected treasurer, with the title treasurer-comptroller, effective at the same time.

Ungro has been associated with the motion picture equipment industry since 1928. Colistra also joined ERPI, the predecessor of Westrex Corporation, in 1928.

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## Wireless Sound System Featured In Reade Unit

OAKHURST. N. J.—An innovation designed to affect the entire concept of drive-in construction and operation will be included in the new Dover Drive-In, Dover, N. J., "The World's First Second Story Drive-In Theatre," it was announced recently by Walter Reade, Jr., president of the Walter Reade circuit.

The sound system of the Dover Drive-In, scheduled to open in mid-September, will incorporate the use of a wireless induction sound system developed and patented by Sol J. Levy, Vido-Sound Corporation, in conjunction with the research department of Walter Reade Theatres. The new speaker will eliminate the need for speaker posts.

With the elimination of the standard speaker posts, the blacktop surface of the drive-in will be sectioned off with luminous paint to mark the ramp and parking areas. Use of the wireless speaker system, in addition to its obvious savings in construction costs, presents a more attractive and safer operation.

The Dover will be located directly in the center of the city of Dover as part of the new Dover Shopping Center. The parking lot of the shoping center is double decked and the drive-in is being built on the top level. During the day it will serve as a parking area for the shopping center; at night as a drive-in theatre.

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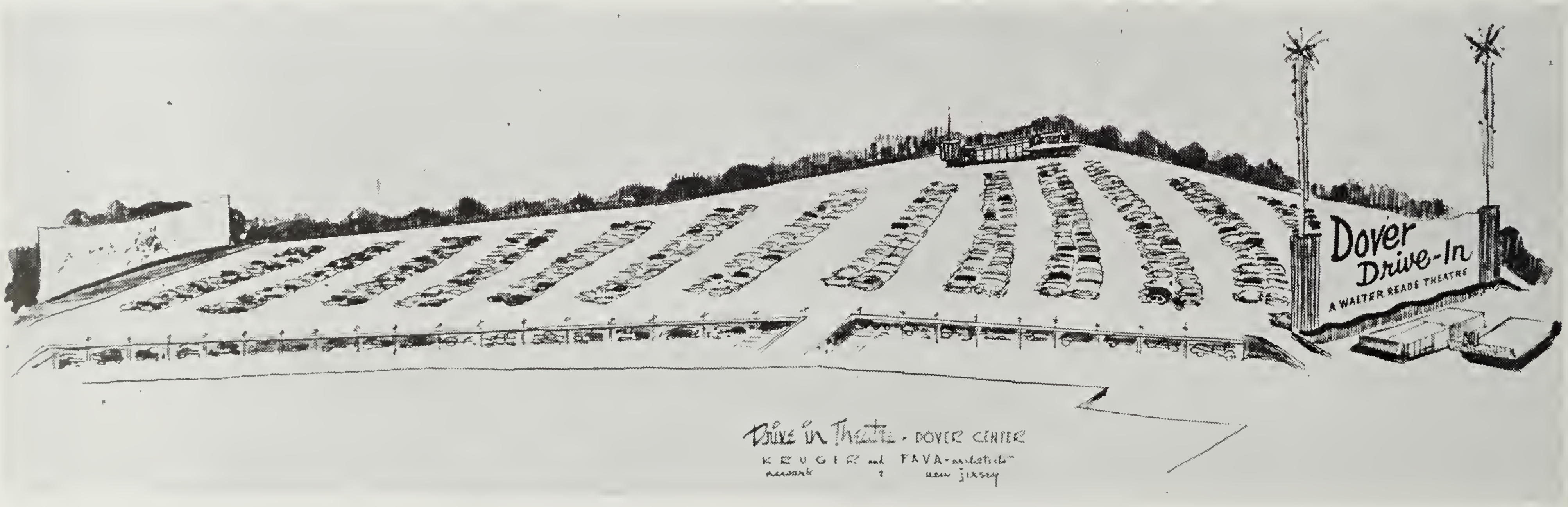
## Expansion

(*Continued From Page PE-5*)

comment. Nonetheless, refreshment stand business consistently runs to more than 50 per cent of boxoffice, the management estimates.

The theatres are efficiently fenced with two-inch steel piping painted yellow and lighted with Army surplus airport runway lights, in red, white and blue. Two exit roads are supplemented by another held in reserve in case of emergency. On the new side, the throw from the Simplex-equipped booth is 645 feet, one of the longest in the country.

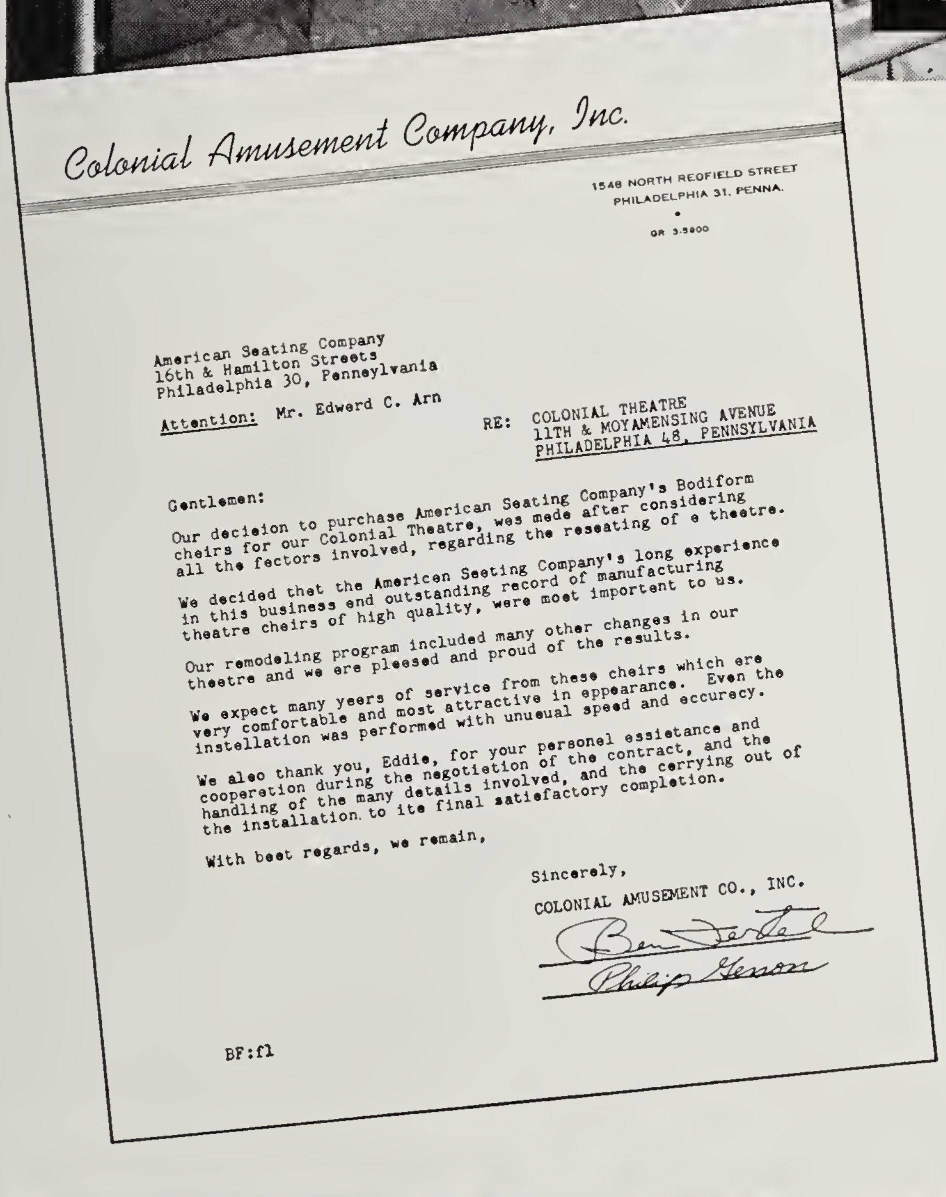
Realistically designed to cater to the area it serves, the Apache is an excellent example of an outdoor theatre which relies primarily on screen entertainment to draw customers, yet reaps handsome returns from its important refreshment service without detracting from the film.



THE ARCHITECTS' VIEW OF THE NEW DOVER DRIVE-IN

# Colonial Theatre studied them all, then chose Bodiform® Chairs!

**The Colonial Theatre, Philadelphia, Pa.; Management: Colonial Amusement Co., Inc.; Seating: American Seating Bodiform Chairs, No. 16-001, End No. 123.**



Colonial Amusement Company, Inc.

1548 NORTH REDFIELD STREET
PHILADELPHIA 31, PENNA.
•
GR 3-5900

American Seating Company
16th & Hamilton Streets
Philadelphia 30, Pennsylvania

Attention: Mr. Edward C. Arn

RE: COLONIAL THEATRE
11TH & MOYAMENSING AVENUE
PHILADELPHIA 48, PENNSYLVANIA

Gentlemen:

Our decision to purchase American Seating Company's Bodiform chairs for our Colonial Theatre, was made after considering all the factors involved, regarding the reseating of a theatre.

We decided that the American Seating Company's long experience in this business and outstanding record of manufacturing theatre chairs of high quality, were most important to us.

Our remodeling program included many other changes in our theatre and we are pleased and proud of the results.

We expect many years of service from these chairs which are very comfortable and most attractive in appearance. Even the installation was performed with unusual speed and accuracy.

We also thank you, Eddie, for your personal assistance and cooperation during the negotiation of the contract, and the handling of the many details involved, and the carrying out of the installation to its final satisfactory completion.

With best regards, we remain,

Sincerely,
COLONIAL AMUSEMENT CO., INC.
Philip Gerson

BF:fl

Colonial Amusement Company, Inc., Philadelphia, made a careful study of theatre chairs before remodeling the 1,034-seat Colonial Theatre. Their choice: American Seating BODIFORM Chairs, **on the basis of quality and comfort** . . . backed by American Seating's outstanding record and long experience in theatre seating.

The Colonial Theatre is one of thousands of theatres throughout the nation that have selected the inviting, luxurious comfort of new American Seating BODIFORM Chairs. They all applaud the spring-arch seats, upholstered with full-rubber pad and an extra thickness along front and rear edges for added softness; the backs, designed to fit the body contours perfectly; the automatic, silent, ¾-safetyfold seat action that allows more room for passing and easier housekeeping; the wide selection of chair styles, aisle standards, and upholstery fabrics that fit their decorating schemes.

For full information on BODIFORM Chairs for your theatre, contact an American Seating representative today.

AMERICAN SEATING

**WORLD'S LEADER IN PUBLIC SEATING**

Grand Rapids 2, Michigan. Branch Offices and Distributors in Principal Cities. Manufacturers of Theatre, School, Church, Auditorium, Stadium, Transportation Seating, and Folding Chairs.

**ALSO DISTRIBUTED BY NATIONAL THEATRE SUPPLY**

# EXTRA PROFITS

Devoted exclusively to concession operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

**BILL HADDOCK,** ***Editor*** **AUGUST 14, 1957**

## Pepsi-Cola Names Kendall

NEW YORK—Donald M. Kendall has been elected president, Pepsi-Cola International, by the board of directors, it was announced recently by Alfred N. Steele, chairman of the board and chief executive officer of the Pepsi-Cola Company. Pepsi-Cola International, a wholly-owned subsidiary of Pepsi-Cola Company, has operations in 75 countries overseas.

Kendall was vice-president in charge of marketing of the parent company. Prior to that, he was vice president in charge of national accounts and syrup sales. Earlier, he was assistant national sales manager in the same department. He joined Pepsi-Cola in 1947.

Kendall succeeds Henry M. Winter, who will serve as consultant to Pepsi-Cola International.

**Donald M. Kendall, recently elected president of Pepsi-Cola International, has filled a number of important posts with the overseas arm of the beverage company. During World War II, he served as a naval pilot.**

### ATC Vending Conference

BOSTON—District manager Jim Dempsey, American Theatres Corporation, recently called a meeting of five drive-in managers for conferences on vending and promotional ideas. Part of the get-together was devoted to a brainstorming session, with new stunts explored and old promotional ideas discussed and embellished.

The ATC "Dinny Drive-In Safety Club" reported new members and renewed interest among both the kiddies and the parents. Dempsey stressed the importance of constant supervision over the concession stand by each individual manager. "As impulse buying is assured by proper display of foodstuffs, I believe managers can learn a valuable lesson by visiting supermarkets where this type of merchandising is of supreme importance," Dempsey said.

### W. R. Keefe, Candy Executive

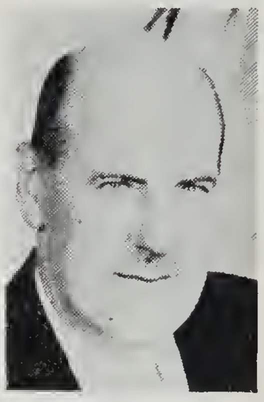
NEW YORK—Walter Robert Keefe, 61, vice-president and sales manager, Henry Heide, Inc., confectionery manufacturer, died suddenly last month. He had been associated with the firm for 47 years and was a member of the National Candy Salesmen's Association, the New York Candy Club, and the Sales Executive Club of New York City.

### NAC's Sullivan Honored

CHICAGO—Thomas J. Sullivan, executive vice-president, secretary, and general counsel of the National Association of Concessionaires, formerly the Popcorn and Concessions Association, has been elected president of the Trade Association Executive Forum of Chicago.

## Dunwoody Named Rowe Field Sales Chief

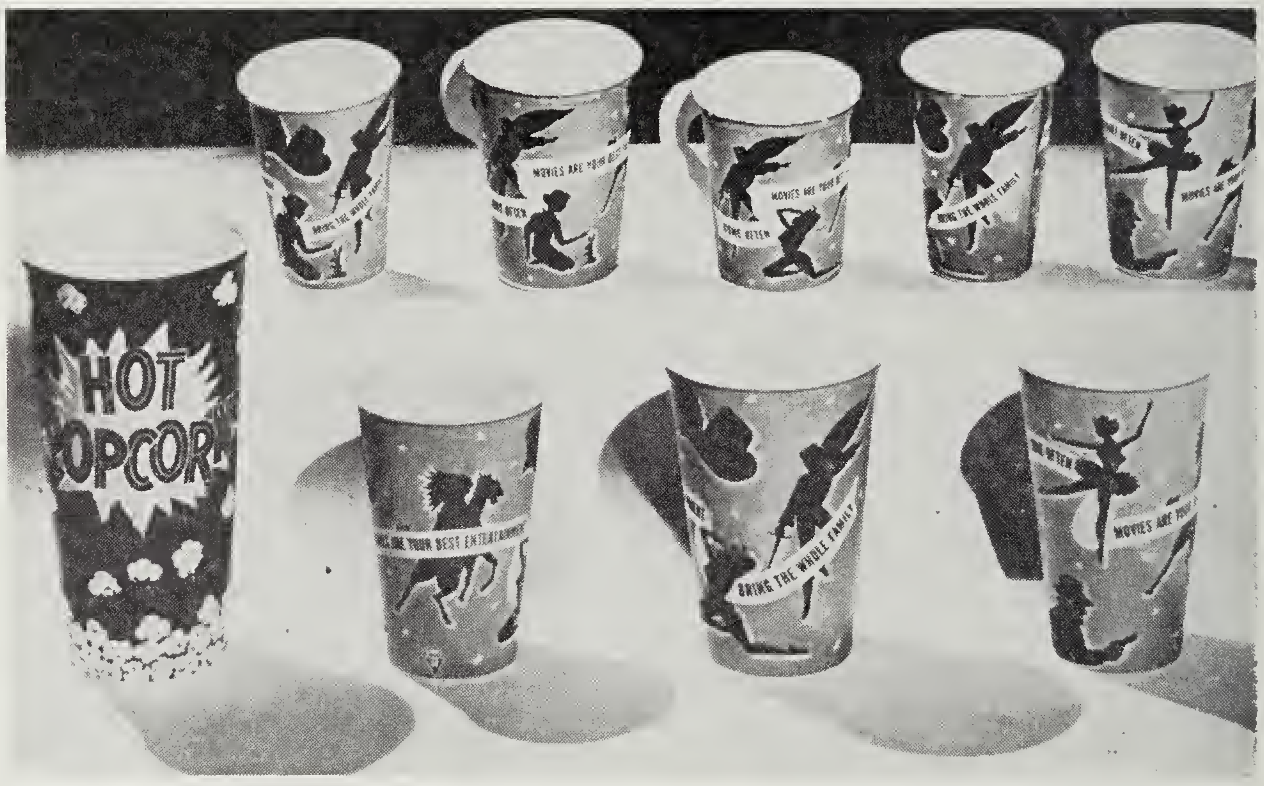
Promotion of Jackson Dunwoody to the newly created post of general field sales manager, Rowe Manufacturing Company, has been announced by Charles H. Brinkmann, vice-president in charge of sales. In his new post, Dunwoody will have complete responsibility over the Rowe field force, including division managers, under the overall direction of Brinkmann. He will act as liason between the New York headquarters office and the field, will be responsible for selection and training of all sales personnel, and will coordinate the activities of Rowe divisional offices throughout the country.



**DUNWOODY**

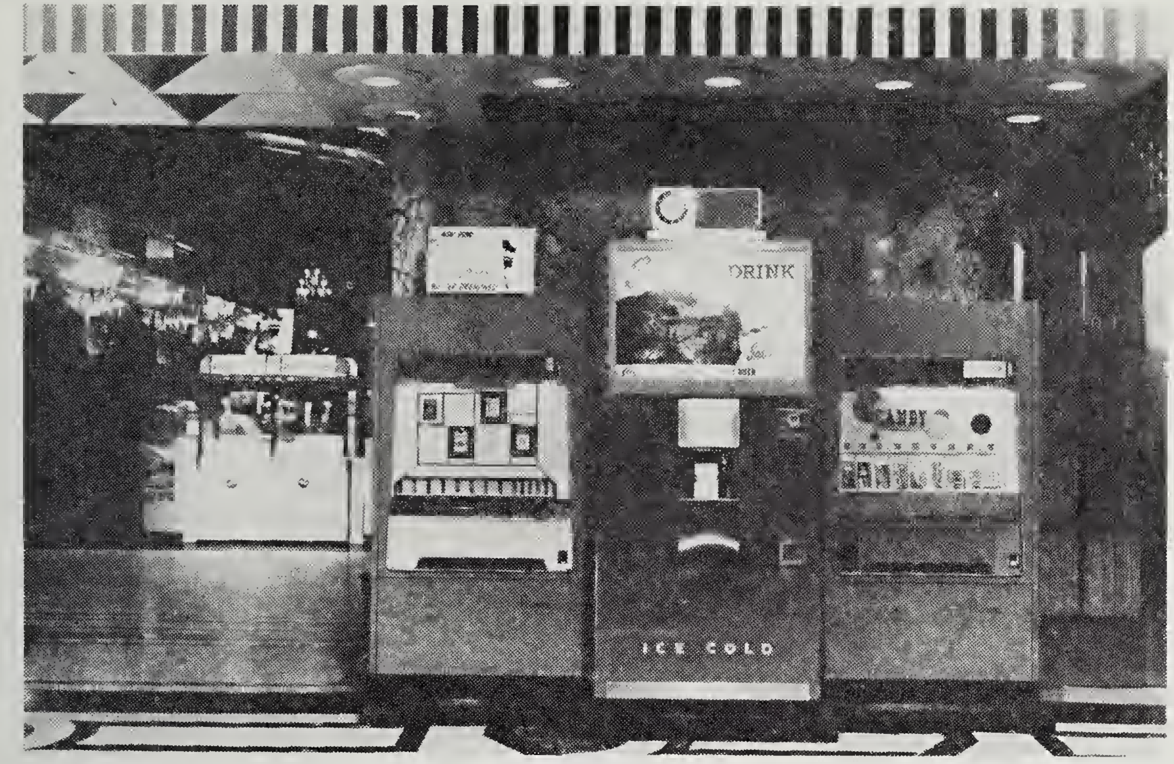
Dunwoody, who will make his headquarters in the Rowe New York office, had been southern division sales manager.

## New Dixie Cups For Popcorn, Beverages



**Dixie Theatre Design Cups, manufactured by the Dixie Cup Company, Easton, Pa., now come in eight sizes. Developed especially for theatre use, gay, two-tone, lavender, green, red, blue, and brown colors are available in seven, nine, 12, 14, and 16 ounce sizes for cold drinks; six and eight ounce sizes for hot drinks; and a seven and a quarter ounce size for automatic drink vending machines. The series features messages promoting movie attendance, such as "Bring the Whole Family," "Come Often," and "Movies Are Your Best Entertainment." New Dixie Popcorn Design Cups for theatre use come in 24-ounce size, printed in brown and yellow, and are treated to resist absorption of butter.**

# New Trend In Vending



INSTEAD of using single-product vending machines, more and more theatres throughout the country now are beginning to employ groups of vendors to supplement candy stand sales. Three unit-battery of Rowe vending machines, above, in the New York Paramount, includes the 14-column showcase cigarette vending machine, the 2000-cup theatre model cold drink machine, and the new 11-column showcase Candy Merchant.

Based on the success of this pilot operation, other theatres in the Paramount circuit are now further diversifying candy stand and vending machine operations. The cigarette-candy-soft drink vending combination has been found particularly useful in handling the overflow from the stand during peak hours. In smaller theatres, the vending batteries can take over completely when the stands are closed, or can be operated profitably where a stand would not be feasible.

The battery shown above is located in the lobby of the Paramount, at point of heaviest traffic.

## Pepsi-Cola Co-Hosts Premiere Festivities

New York—In conjunction with the release of Allied Artists' "Love In The Afternoon," the Pepsi-Cola Company has been participating in promotions in 25 cities across the country.

To publicize the film, which contains dialogue references to Pepsi-Cola, French star Jacqueline Chambord made guest appearances in each city where the picture was premiered. She was accompanied by seven other Parisian actresses. The program consisted of a luncheon or cocktail party on premiere dates to which were invited entertainment celebrities, the press, and civic officials, in connection with a special screening of the film.

In each city, Pepsi-Cola's key staff members and regional managers were present for the parties.

## New Nylon Cleaning Brush Now Available From Sweden

SEATTLE—Two new nylon cleaning brushes have been developed by the Sweden Freezer Manufacturing Company to insure good sanitation practices in the operation of its soft-serve and milkshake making machines, it has been announced.

The brushes are designed to further simplify cleaning of the cylinder hub, rear face of the cylinder, and the hub drain tube, and all machines now in production will be delivered with the new brushes, it is said.

Owners of Sweden's Silver Anniversary line of freezers equipped with the old-style brush can obtain the new-style through local distributors or Sweden.

**Saluting July as National Hot Dog Month, Sophie Tucker prepares to consume one of the 10 billion wienies which Americans will eat this year, an average of 60 each.**

The EXTRA PROFITS Fall Buyers Market Guide will appear in the September 11 issue of PHYSICAL THEATRE-EXTRA PROFITS DEPARTMENT.

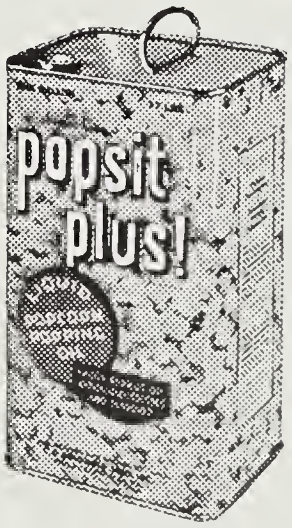
FREE!
new popcorn merchandising kit
(available thru
popsit-plus
jobbers)

Get ready for red-hot popcorn sales with this exciting new merchandising kit — consisting of perpetual motion "wobbler" and multicolor streamers.

It's yours free when you contact your **Popsit-Plus** jobber. Put zip in your popcorn sales—act today!

popsit plus!

liquid popping oil



rich, butterlike flavor

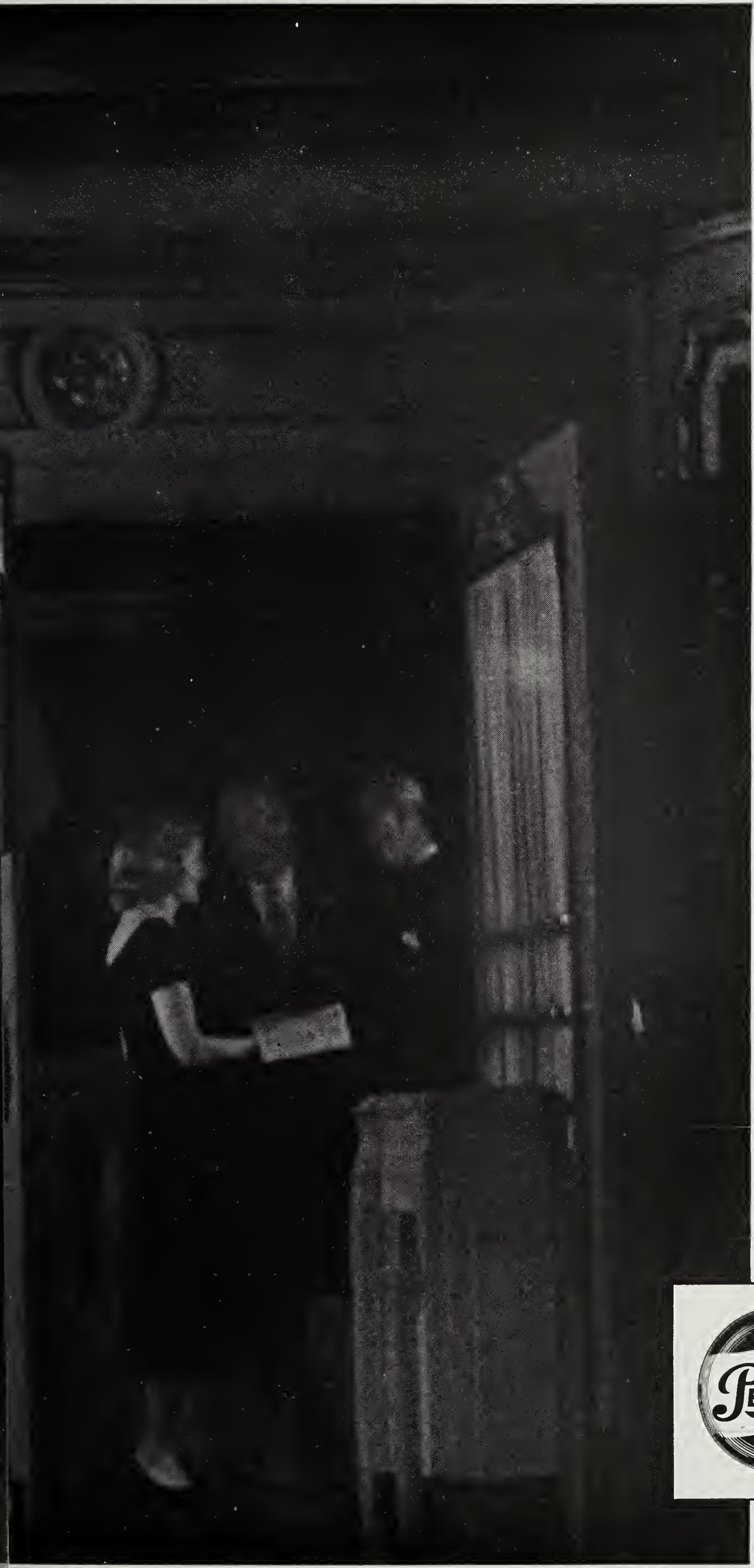
plus these important advantages:

- golden color
- fewer duds
- all-weather pouring
- less cost per bag
- appetizing aroma
- stores easily—no fire hazard
- measures accurately—no waste

*by the Popping Oil Specialists To The Nation*

SIMONIN, PHILADELPHIA 34, PA.

DRINK
Pepsi-Cola
ICE-COLD
Pepsi-Cola
ORCHESTRA
LOUNGE



# Because they like light refreshment people are saying "Pepsi, Please"!

*Good news for theatre operators—because Pepsi means more drinks per gallon—more profit per drink, too!*

PEPSI-COLA ®

# Prominent Manufacturers

## *Here's a Complete Market Guide To Filling the Needs of Your Theatre*

### ADVERTISING ACCESSORIES

FILMACK TRAILER CO., 1327 S. Wabash, Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 630 9th Ave., New York 19, N. Y.

### AIR CONDITIONING DIFFUSERS

Air Devices Co., 17 E. 42nd St., New York 17, N. Y.
Anemostat Corp. of America, 10 East 39th St., New York 16, N. Y.
Tuttle and Bailey Co., Corbin Ave., New Britain, Conn.

### AIR CONDITIONING EQUIPMENT

Alton Mfg. Co., 1112 Ross Ave., Dallas, Texas.
American Blower Corp., 8100 Tireman Blvd., Detroit, Mich.
Baker Refrigeration Corp., Amer. Wheelabrator Co., Mishawaka, Ind.
Chrysler Corp., Airtemp div., 119 Lee St., Dayton 1, O.
Clarage Fan Co., 619 Porter St., Kalamazoo 16, Mich.
Curtis Air Conditioning Co., 1905 Kienlen Ave., St. Louis, Mo.
General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Governair Corp., Northwest 3rd St., Oklahoma City, Okla.
National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Trane Co., 206 Cameron Ave., LaCross, Wis.
Typhoon Air Conditioning Co., Inc., 505 Carroll St., Brooklyn 15, N. Y.
U. S. Air Conditioning Corp., 7900 Tabor Rd., Philadelphia 11, Pa.
Westinghouse Electric Corp., Sturtevant div., 306 6th Ave., Pittsburgh 30, Pa.
Worthington Pump and Machine Corp., Carbondale div., Harrison, N. J.

### AIR PURIFICATION

Air Purification Service, 82 Plane St., Newark, N. J.
Connor, W. B., Engineering Corp., 114 E. 32nd St., New York 16, N. Y.
Refresh-Aire Ozonizer Co., 382 Lafayette St., New York 5, N. Y.
Supreme Air Filter Co., 126 W. 21st St., New York 10, N. Y.

### AMPLIFIERS

ALTEC-LANSING CORP., 9356 Santa Monica Blvd., Beverly Hills, Cal.
Ampro Corp., 2839 N. Western Ave., Chicago 18, Ill.
BALLANTYNE CO., 1712 Jackson St., Omaha, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y.
Fidelity Amplifier Co., 703 Willow St., Chicago 14, Ill.
INTERNATIONAL PROJECTOR CORP., 92 Gold St., New York, N. Y.
MOTIOGRAPH. Inc., 4431 W. Lake St., Chicago 24, Ill.
RADIO CORP. OF AMERICA, RCA Victor Div., Camden, N. J.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
WESTREX CORP., 111 Eighth Ave., New York, N. Y.

### BOOKKEEPING SYSTEMS

JAY EMANUEL PUBLICATIONS, INC., 246-248 N. Clarion St., Philadelphia 7, Pa.

### BOXOFFICES

Lobby Display Frame Co., 549 W. 52nd St., New York 19, N. Y.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

### BOXOFFICE EQUIPMENT

Abbott Coin Counter Co., 143rd St. and Wales Ave., New York, N. Y.
Adair, R. H. Co., 6926 W. Roosevelt Road, Oak Park, Ill.
Apex Brass and Bronze Works, Inc., 429 West Broadway, New York 12, N. Y.
Argus Mfg. Co., 1134 Kilbourne Ave., Chicago, Ill.
Associated Ticket and Register Co., Inc., 346 W. 44th St., New York 18, N. Y.
Bahn, L. Co., 123 W. Canton St., Boston 18, Mass.
Berezny Engineering & Mfg., 4208 Avalon Blvd., Los Angeles 11, Calif.
Blackstone Coin Packer Co., 344 Dayton St., Madison 1, Wis.
Brandt Automatic Cashier Co., Watertown, Wis.
Coinometer Corp., 1223 S. Wabash, Chicago, Ill.
Drive-In Theatre Mfg. Co., div. of Dit-Mco, Inc., 505 W. 9th St., Kansas City, Mo.
GENERAL REGISTER CO., 36-20 33rd St., Long Island City 1, N. Y.
Goldberg Bros., 3500 Walnut St., Denver 1, Col.
GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.
Johnson Fare Box Co., 4619 Ravenwood Ave., Chicago 40, Ill.
K-Hill Signal Co., 326 W. 3rd St., Uhrichsville, Ohio.
Lamolite Corp., 682 6th Ave., New York 10, N. Y.
Perey Turnstile Co., Inc., 101 Park Ave., New York 17, N. Y.
Royal Metal Mfg. Co., 17 N. Michigan Blvd., Chicago 1, Ill.
Sebring, A. G. Co., 2000 N. Oakley, Chicago, Ill.
Taller and Cooper, Inc., 75 Front St., Brooklyn 7, N. Y.

### BROOMS AND BRUSHES

(See JANITOR SUPPLIES)

### CARBONS

Carbons, Inc., 254 W. 44th St., Room 806, New York, N. Y.
Helios Bio Carbons, Inc., 122 Washington St., Bloomfield, N. J.
NATIONAL CARBON CO., Inc., 30 E. 42nd St., New York 17, N. Y.
Western Mercantile Corp., 70 Pine St., New York 5, N. Y.

### CARBON SAVERS

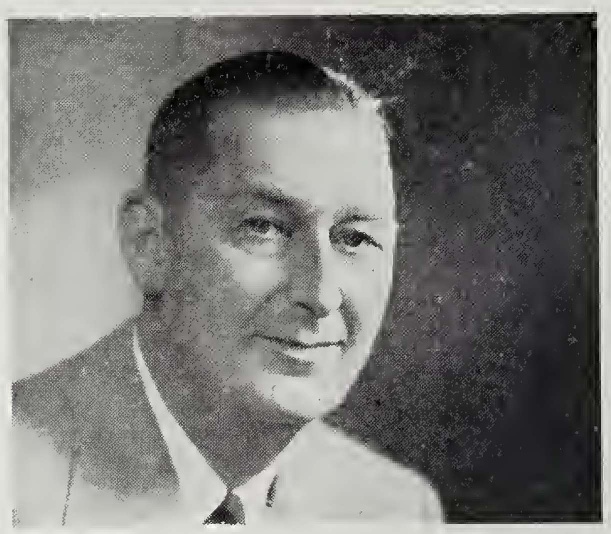
Cali Products Corp., 3719 Marjorie Way, Sacramento, Cal.
Doc Faige and Assoc., 630 Ninth Ave., New York, N. Y.
Droll Thea. Supply, 317 S. Sangamon, Chicago.
Hanover Carbon Co., 4035 Spruce St., Philadelphia 4, Pa.
Hal I. Huff Mfg. Co., 659 W. Jefferson, Los Angeles 7, Cal.
Payne Prods. Co., 2451 W. Stadium Blvd., Ann Arbor, Mich.
Edw. H. Wolk, 1261 S. Wabash, Chicago 5, Ill.

### CARPETS

Artloom Carpet Co., Allegheny and Howard, Phila. 33, Pa.
Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York 16, N. Y.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Firth, Inc., 295 5th Ave., New York, N. Y.
Hardwick and Magee, 295 5th Ave., New York, N. Y.
Karagheusian, A. and M. Co., Inc., 295 5th Ave., New York 16, N. Y.
Klearflax Linen Looms, Inc., 63rd and Grand, Duluth, Minn.
Leedom, Thomas L. Co., Bristol, Pa.
Lees, James and Sons Co., Bridgeport, Pa.
Lomax Carpet Mills, Jasper and Orleans St., Philadelphia 34, Pa.
Mohawk Carpet Mills, Inc., 295 5th Ave., New York 16, N. Y.
Philadelphia Carpet Co., Allegheny Ave. at C St., Philadelphia, Pa.

(*Continued on page PE-13*)

## Lindquist Appointed To New RCA Post



ALFRED C. LINDQUIST

CAMDEN, N. J.—Appointment of Alfred C. Lindquist to the newly created post of manager, distributed products merchandising, Theatre and Industrial Products Department, RCA Commercial Electronic Products, was announced recently by Harold M. Emlein, department manager.

Lindquist, formerly manager of New Business Coordination, RCA Commercial Electronic Products, has assumed responsibility for the planning, pricing, and merchandising of a broad range of equipment which the RCA Theatre and Industrial Products Department markets through distributors. His activities will embrace RCA sound, projection, and furnishings equipment for indoor and drive-in theatres.

## Convention Dates Changed

ST. LOUIS—The dates for the 39th annual convention and tradeshow of Missouri-Illinois Theatre Owners have been changed to Monday and Tuesday, Sept. 9-10, at the Kingsway Hotel here, it was announced recently. The previously announced dates were Sept. 16-17.

## New Equipment Alliance

SEATTLE—Announcement was made recently of the association with Stewart Trans-Lux Screen Corporation of the B. F. Shearer Company, offices of which are located in Seattle, Portland, San Francisco, and Los Angeles.

B. F. Shearer, president, has been engaged in the distribution and installation of theatre furnishings and equipment for 40 years. During this time, the company has represented such manufacturers as Heywood-Wakefield, Karagheusian Gulistan Carpets, Ashcraft, and Motiograph.

Stewart Trans-Lux, headed by Roy C. Stewart, has been producing theatre screens and translucent rear projection screens since 1942.

## GPL Promotes Two

PLEASANTVILLE, N.Y.—Promotion of two top executives of General Precision Laboratory, Inc., was announced recently by Hermann G. Place, board chairman and president of General Precision Equipment Corporation, GPL parent company.

Dr. Raymond L. Garman, formerly executive vice-president, was elected to the new post of chairman of the board, and continues as technical director in charge of research and development.

James W. Murray was elected president and chief executive officer, continuing as general manager.

## SMPTE Chicago Exhibit Emphasizes Film Angle

CHICAGO—The interchange of ideas and further advancement in the theory and practice of engineering in motion pictures and allied arts and sciences was highlighted at its exhibit when the Society of Motion Picture and Television Engineers participated in the 12th annual convention of the National Audio-Visual Association in the Morrison Hotel here last month.

The exhibit embraced the various services offered by the Society; the development of standards for films and equipment; test films planned by technical committees of the Society for measuring equipment performance; the dissemination of technical knowledge by publication of a monthly magazine and reprints; national conventions; and local meetings.

### Century's Davee Promotes Theatres

NEW YORK—Larry Davee, sales manager and engineer, Century Projector Corporation, recently returned here following a tour during which he gave illustrated talks to Kiwanis Clubs on the subject, "The Value of a Motion Picture Theatre to your Community." The lecture traced the development of photography through the installation of Paramount horizontal projectors installed in the Colonial Williamsburg Theatre, Williamsburg, Va.

## Market Guide—*(Cont'd)*

Shelton Looms, 1 Park Ave., New York, N. Y.
Smith, Alexander and Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

### CARPET PADDING

American Hair & Felt Co., Merchandise Mart, Chicago, Ill.
JACK HAYES SEATING SERVICE, One Monica Place, Baldwinsville, N. Y.
Sponge Rubber Co., Sheldon, Conn.
U. S. Rubber Co., 1230 6th Ave., New York, N. Y.

### CARPET-UPHOLSTERY CLEANING PRODUCTS

Artloom Carpet Co. (Chemical Products div.), Allegheny and Howard, Phila. 33, Pa.
Glamorene, Inc., 10 E. 44th St., New York, N. Y.
Hild Floor Machine Co., 740 W. Washington, Chicago, Ill.
Kinner Products Co., 13325 E. Broad St., Pataskala, O.

### CASH CONTROL EQUIPMENT
(See BOXOFFICE EQUIPMENT)

### CHAIRS

American School & Desk Co., Temple, Tex.
AMERICAN SEATING CO., 9th and Broadway, Grand Rapids 2, Mich.
Griggs Equipment Co., 209 Beale St., Box 630, Belton, Tex.
Heywood-Wakefield Co., Gardner, Mass.
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich.
International Seat Corp., Union City, Ind.
Irwin Seating Co., 1480 Buchanan Ave., S. E. Grand Rapids, Mich.
Peabody Seating Co., North Manchester, Ind.

### CHAIR CUSHIONS

American Texteel Co., Bellefontaine, O.
Dunlop Rubber Co., Sheridan Drive and Riverside Rd., Station B, Buffalo 7, N. Y.
Firestone Tire and Rubber Co., 1200 Firestone Parkway, Akron 17, O.
JACK HAYES SEATING SERVICE, One Monica Place, Baldwinsville, N. Y.
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo 5, N. Y.
Sponge Rubber Products Co., Howe Street, Shelton, Conn.
Theatre Seat Ser. Co., 160 Hermitage Ave., Nashville, Tenn.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

Stop this forever!

with

**no-cut TEXTEEL seat bottom**

Note how perfectly the TEXTEEL seat bottom matches with the ordinary seat bottom. TEXTEEL replacement seats show no variation when installed within your present seats and actually enhance the appearance of a seat row.

- ***Woven of steel*—guaranteed indefinitely against cutting or burning!**
- **As comfortable as regular theatre seats!**
- **Ideal for replacing damaged seats . . . fits all standard brands of theatre seats!**

Note how perfectly the TEXTEEL seat bottom matches with the ordinary seat bottom. TEXTEEL replacement seats show no variation when installed with your present seats and actually enhance the appearance of the entire row.

Here's the answer to a problem that's been plaguing theatre owners for years. The No-Cut Texteel seat bottom is made of fine alloy steel wire . . . it's practically indestructable! And yet it is amazingly comfortable! The springy, resilient woven steel fabric is constructed in the form of a cushion . . . it looks good and *stays* new looking. Shows no obvious variation from surrounding seats. Can be installed in a few minutes . . . no special skills or tools are required.

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# Market Guide—*(Cont'd)*

## CHAIR REPAIR SERVICE

American Texteel Co., Bellefontaine, O.
JACK HAYES SEATING SERVICE, One Monica Place, Baldwinsville, N. Y.
Theatre Seat Service Co., 160 Hermitage, Nashville, Tenn.

## CHAIR UPHOLSTERING FABRICS

American Leatherex Corp., 629 Broadway, New York, N. Y.
American Texteel Co., Bellefontaine, O.
Apex Coated Fabrics Co., Inc., 12 E. 22nd St., New York 10, N. Y.
Asher and Boretz, Inc., 900 Broadway, New York 3, N. Y.
Athol Mfg. Co., 120 E. 41st St., New York 17, N. Y.
Bolta Products Sls., Inc., 151 Canal St., Lawrence, Mass.
Celanese Corp. of America, plastic div., 180 Madison Ave., New York 16, N. Y.
Chicopee Sales Corp., 40 Worth St., New York 13, N. Y.
Cotan Corp., 331 Oliver St., Newark, N. J.
DuPont, E. I. DeNemours and Co., 350 5th Ave., New York 1, N. Y.
Firestone Rubber and Latex Products Co., Firestone Foamex div., Fall River, Mass.
Goodall Fabrics, Inc., 525 Madison Ave., New York 22, N. Y.
Goodrich, B. F. Co., 500 S. Main St., Akron, O.
JACK HAYES SEATING SERVICE, One Monica Place, Baldwinsville, N. Y.
Hoenigsberger, H. L., 149 N. Wacker Drive, Chicago 6, Ill.
Manko Fabric Co., 114 E. 27th St., N. Y.
Masland Duraleather Co., 3234-90 Amber St., Philadelphia 34, Pa.
Pantasole Co., Inc., 444 Madison Ave., New York 22, N. Y.
Rayon Corp. of America, 350 5th Ave., New York 1, N. Y.
Textileather Corp., 607 Madison Ave., Toledo 3, O.
Theatre Seat Service Co., 160 Hermitage Ave., Nashville, Tenn.
Tufford Seat Covers, Inc., 140 West "B" St., San Diego 1, Calif.
U. S. Rubber Co., 1230 Ave. of Americas, New York 22, N. Y.

## CHANGEOVERS

Essannay Electric Mfg. Co., 1438 N. Clark St., Chicago 10, Ill.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Cal.

## COIN CHANGERS

(See BOXOFFICE EQUIPMENT)

## COLOR WHEELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.

## CONDENSERS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.

## CROWD CONTROL EQUIPMENT

Apex Bronze and Brass Works, Inc., 429 West Broadway, New York 12, N. Y.
Lawrence Metal Products, Inc., Lynbrook, L. I., N. Y.
Perey Turnstile Co., Inc., 101 Park Ave, New York 17, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas.

## CURTAINS

(See DECORATION)

## CURTAIN CONTROLS AND TRACK

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa.
Clancy, J. R., Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
NOVELTY SCENIC STUDIOS, INC., 432 E. 91st St., New York 28, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Calif.

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## DECORATION

Bil-Art Studios, Inc., 548 W. 53rd St., New York 19, N. Y.
BRODSKY, DAVID E. ASSOC., 242 N. 13th St., Philadelphia 7, Pa.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Dazians, Inc., 142 W. 44th St., New York, N. Y.
F & Y Building Service, 329 E. Town St., Columbus, Ohio
Frankel Assoc., 218 West 47th St., New York 19, N. Y.
Great Western Stage Equip. Co., Inc., 1324-26 Grand Ave., Kansas City, Mo.
Griewe, Inc., 2426-32 Reading Rd., Cincinnati, O.
Grosh, R. L. and Sons Scenic Studios, 4114 Sunset Blvd., Hollywood 27, Cal.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
MAHARAM FABRIC CORP., 130 W. 46th St., New York 19, N. Y.
Marsh Wall Products, Inc., 5082 Main St., Dover, O.
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha, Neb.
H. R. Mitchell, Inc., Hartselle, Ala.
Mosaic Tile Co., The, Zanesville, O.
Northwest Scenic Studios, 607 Marshall St., N. E., Minneapolis, Minn.
NOVELTY SCENIC STUDIOS, INC., 426-432 E. 91st St., New York 28, N. Y.
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia 7, Pa.
Premier Studios, 414 W. 45th St., New York 19, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York 19, N. Y.
Rau Studios, Inc., 104 W. 42nd St., New York, N. Y.
Riseman, William, Assoc., 162 Newbury St., Boston, Mass.
Teichert, Hanns R. Studios, 1311 N. Wells St., Chicago, Ill.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

## DEODORANTS

(See EXTERMINATOR SUPPLIES AND SERVICES)

## DESKS AND OFFICE EQUIPMENT

Remington-Rand, Inc., 315 4th Ave., New York 10, N. Y.
Yawman and Erbe Mfg. Co., 1039 Jay Street, Rochester 3, N. Y.

## DIMMER EQUIPMENT

(See SWITCHBOARD)

## DISPLAY FRAMES

Bevelite, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Champion Metal Moulding Corp., 234 E. 151st St., New York 51, N. Y.
Lobby Display Frame Corp., 549 N. 52nd St., New York 19, N. Y.
Peoples Display & Frame Co., 1515 W. Olympic Blvd., Montebello, Calif.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Romar Vide Co., Chetek, Wisconsin
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Stanley Displays, Inc., 442 W. 42nd St., New York 18, N. Y.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

## DOORS AND DOOR HARDWARE

Bloofimeld Mg. Co., Inc., Bloomfield, Ind.
Kawneer Co., 2510 Front St., Niles, Mich.
Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Norton Door Closer Co., div., Yale and Towne Mfg. Co., Chicago 18, Ill.
Norton Lasier Co., Inc., 466 W. Superior St., Chicago, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Rixon Mfg. Co., 4450 W. Carroll Ave., Chicago, Ill.
Stanley Works, 111 Elm St., New Britain, Conn.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas
Vonnegut Hardware Co., 402 West Maryland St., Indianapolis 4, Ind.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.
Yale and Towne Mfg. Co., Stamford div., 200 Henry St., Stamford, Conn.

## DRAPERY AND WALL COVERINGS

(See DECORATION)

## Market Guide—*(Cont'd)*

### DRINKING CUPS
(See CUPS, PAPER)

### DRINKING FOUNTAINS
Ebco Mfg. Co., 401 W. Town St., Columbus, O.
General Motors Corp., Frigidaire, commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Pure Filter Corp. of America, 440 Lafayette St., New York 3, N. Y.
Sunroc Refrigeration Co., Glen Riddle, Pa.
Voigt Co., 1649 N. Broad St., Philadelphia 2, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

### DRIVE-IN
**(See Separate List Page PE-20)**

### EMERGENCY LIGHTING
Carpenter Mfg. Co., 2 Bradley St., Summerville, Mass.
Doc Faige and Assoc., 630 Ninth Ave., New York, N. Y.
Electric Storage Battery Co., 41 S. 15th St., Phila. 2, Pa.
Fairbanks, Morse and Co., 600 S. Michigan Ave., Chicago 5, Ill.
Lamplighter Products Co., 95 Atlantic Ave., Brooklyn, N. Y.
Onan, D. W. Sons Co., 43 Royalston Ave., Minneapolis, Minn.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
U-C Lite Co., 1050 Hubbard St., Chicago, Ill.

### EXTERMINATOR SUPPLIES AND SERVICES
American Processing Co., 720 Euclid Ave., Cleveland, O.
Brulin & Co., 2939 Columbia Ave., Indianapolis, Ind.
Chemical Insecticide Corp., 57 13th St., Brooklyn 15, N. Y.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Sani-Toil Labs., 121 Main St., Joplin, Mo.
Todd Shipyards Corp., 81-16 45th Ave., Queens, New York, N. Y.
West Disinfecting Co., 42-16 West Street, Long Island City, N. Y.

### FILM CASES AND CABINETS
All-Steel Equipment Co., Inc., 741 Griffith Ave., Aurora, Ill.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Goldberg Bros., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.
Hawthorne Mfg. Co., 2930 37th Ave., S., Minneapolis, Minn.
Neumade Products Corp., 250 W. 57th St., New York 19, N. Y.

### FIRE EXTINGUISHERS
American LaFrance-Foamite Corp., 100 E. LaFrance St., Elmira, N. Y.
Bostwick Laboratories, 706 Bostwick Ave., Bridgeport, Conn.
Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.
Pyrene Mfg. Co., 560 Belmont Ave., Newark 8, N. J.
Snyder, M. L. and Son, Jasper and York Sts., Philadelphia 25, Pa.

### FIRE HOSE
Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.

### FIREPROOFING
Albi Mfg. Co., Inc., 29 Bartholomew Ave., Hartford 6, Conn.

### FIRE SHUTTERS
Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.

### FLOODLGHTS
(See LIGHTING FIXTURES)

### FLOORING MATERIALS
Armstrong Cork Co., 1240 State St., Lancaster, Pa.
Congoleum-Nairn, Inc., 195 Belgrove Drive, Kearney, N. J.
Freemont Rubber Co., 115 McPherson Hwy., Fremont, O.
Goodyear Tire and Rubber Co., Inc., flooring div., 600 W. 58th St., New York 19, N. Y.
Homasote Co., Fernwood Rd., Trenton 3, N. J.
Hood Rubber Co., div., B. F. Goodrich Co., Watertown, Mass.
Mosaic Tile Co., Zanesville, Ohio.
National Terrazzo and Mosaic Assn., 1420 New York Ave., N. W., Washington 5, D. C.
Sloane-Blabon Corp., 295 5th Ave., New York 16, N. Y.
Taylor Mfg. Co., 3056 W. Meinecke St., Milwaukee, Wis.
Tile-Tex Co., Inc., 1232 McKinley St., Chicago Heights, Ill.

### FLOOR AND TABLE LAMPS
(See LIGHTING FIXTURES)

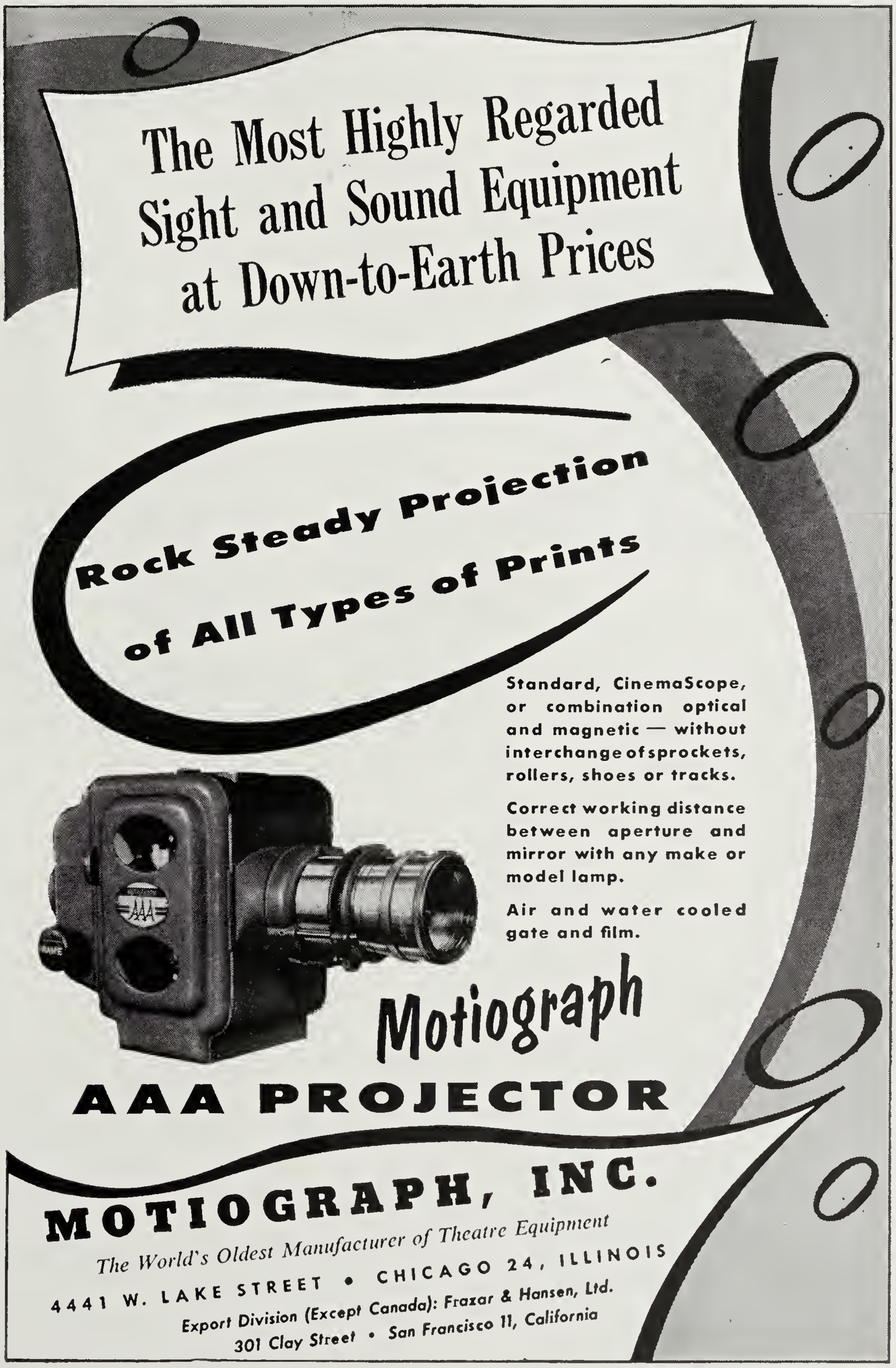
### FLUORESCENT PAINT AND LIGHTING
Black Light Products Co., 47 E. Lake St., Chicago 1, Ill.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Stroblite Co., 75 W. 45th St., New York 36, N. Y.
Switzer Bros., 4732 St. Clair Ave., Cleveland, O.

### FOOTLIGHTS
(See LIGHTING FIXTURES)

### FRONTS
Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati 32, O.
Kawneer Co., 2510 Front St., Niles, Mich.
Poblocki, Ben B. Sons and Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Seaporcel Porcelain Metals, Inc., 28-20 Borden Ave., Long Island City 1, N. Y.
Toledo Porcelain Products Co., 2275 Snead Ave., Toledo, O.

### FURNITURE
Heywood-Wakefield Co., Gardner, Mass.
Royal Metal Mfg. Co., 175 N. Michigan Blvd., Chicago 1, Ill.

### GENERATORS
Automatic Devices Co., 114 N. 8th St., Allentown, Pa.
BALLANTYNE CO., The, 1707 Davenport St., Omaha, Neb.
Cinematic Corp., 122 Washington St., Bloomfield, N. J.



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## Market Guide—*(Cont'd)*

Hertner Electric Co., 12690 Elmwood Ave., Cleveland 11, O.
Imperial Electric Co., 84 Ira Ave., Akron, O.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York 8, N. Y.
RADIO CORPORATION OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
ROBIN, J. E., INC., 267 Rhode Island Ave., E. Orange, N. J.

## GLASS, STRUCTURAL

Libby-Owens-Ford Glass Co., 1021 Nicholas Bldg., Toledo 3, O.
Owens-Illinois Glass Co., Ohio Bldg., Toledo, O.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Prest-Glass, Inc., 8 E. 12th St., New York, N. Y.

## HAND DRYERS

Chicago Hardware Foundry Co., Sani-Dri div., 2500 N. Commonwealth Ave., Chicago, Ill.
Doc Faige and Assoc., 630 Ninth Ave., New York, N. Y.
Electric-Aire Engineering Corp., 209 W. Jackson Blvd., Chicago, Ill.

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## HAND RAILS

(See CROWD CONTROL EQUIPMENT)

## HEARING AIDS

Dictograph Products Co., Inc., 580 5th Ave., New York 19, N. Y.
Sonotone Corp., Saw Mill River Rd., Elmsford, N. Y.
Telesonic Theatrephone Corp., Times Square Bldg., New York 18, N. Y.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
Zenith Radio Corp., 6001 Dickens St., Chicago 39, Ill.

## HEATING SYSTEMS

American Foundry and Furnace Co., Washington and McClun, Bloomington, Ill.
American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York 18, N. Y.
Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I.
Petroleum Heat and Power Co., Southfield Ave., Stamford, Conn.
Skinner Heating and Ventilating Co., Inc. 1948-60 N. 9th St., St. Louis, Mo.
U. S. Radiator Co., 535 Griswold St., Detroit, Mich.

## ICE CUBE MAKERS

Baker Refrigeration Corp., South Windham, Me.
York Co., York, Pa.

## INSULATION, ACOUSTICAL-THERMAL

Aetna Plywood and Veneer, 1741 Elston Ave., Chicago 22, Ill.
Alfol Insulation Co., Chrysler Bldg., New York, N. Y.
Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.
Certain-Teed Products Corp., Ardmore, Pa.
Formica Insulation Co., 4654 Spring Grove Ave., Cinn. 32, Ohio.
Hall, C. R. and Sons, 516 5th Ave., New York, N. Y.
Homasote Co., Fernwood Ave., Trenton 3, N. J.
Insulite Co., 1100 Builders Exchange Bldg., Minneapolis, Minn.
Johns-Manville Corp., 22 E. 40th St., N. Y. C. 16, N. Y.
Keasbey and Mattison Co., Ambler, Pa.
Kelly Island Lime and Transport Co., Leader Bldg., Cleveland, O.
Kimberly-Clark Corp., Neenah, Wis.
Marsh Wall Prods. Co., 4682 Main, Dover, Ohio.
National Gypsum Co., 325 Delaware St., Buffalo 2, N. Y.
Owens-Corning Fiberglas Co., 2033 Nicholas Bldg., Toledo 1, O.
PermaStone Co., 719 Hudson St., Columbus, Ohio.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Sprayed Insulation Co., Inc., 56-58 Crittenden St., Newark, N. J.
U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill.
U. S. Plywood Corp., 55 W. 44th St., New York 18, N. Y.
U. S. Rock Wool Co., 40 S. Main, Salt Lake City 1, Utah.
Universal Zonolite Insulation Co., 135 S. LaSalle St., Chicago 3, Ill.
Wood Conversion Co., 1st National Bldg., St. Paul 1, Minn.

## INTERCOMMUNICATING TELEPHONES

Drive-in Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
MOTIOGRAPH, INC., Servus-Fone div. (Electronic Car Hop), 4431 W. Lake St., Chicago 24, Ill.
R. W. Neill Co., 1811 Carroll Ave., Chicago 12, Ill.
Operadio Mfg. Co., St. Charles, Ill.
WESTREX CORP., 111 8th Ave., New York 11, N. Y.

## JANITOR SUPPLIES

Afta Solvents Corp., 470 W. 128th St., New York 27, N. Y.
Artloom Carpet Co. (Chemical Products div.), Allegheny and Howard, Phila. 33, Pa.
Doc Faige and Assoc., 630 Ninth Ave., New York, N. Y.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Fuller Brush Co., The, Main St., Hartford, Conn.
Holcomb, J. I. Mfg. Co., 1601 Barth Ave., Indianapolis, Ind.
Horn, A. C. Co., 43-36 Tenth St., Long Island City 1, N. Y.
Hospital Specialty Co., The, 1991 E. 66th St., Cleveland 3, O.
Kinner Products Co., 13325 E. Broad St., Pataskala, O.
Morton Salt Co., 310 S. Michigan Ave., Chicago 4, Ill.
Sanitex Co., 14182 Meyers Rd., Detroit 27, Mich.
Straubel Paper Co., Green Bay, Wis.
U. S. Sanitary Specialties Co., 435 S. Western Ave., Chicago 12, Ill.
West Disinfecting Co., 42-16 West St., Long Island City, N. Y.

## LADDERS

American Ladder Co., 5235 S. Keeler Ave., Chicago, Ill.
American Ladder & Scaffold Co., Inc., 5505 N. W. 7th Ave., Miami, Fla.
Chesbro-Whitman Co., Inc., 38-21 12th St., Long Island City 1, N. Y.
Dayton-Harker Co., 2337 Gilbert Ave., Cincinnati 6, O.
R. D. Werner Co., 595 5th Ave., New York, N. Y.

## LAMPS, INCANDESCENT OR FLUORESCENT

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., lamp div., Nela Park, Cleveland 13, O.
Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.
Save Electric Corp., 615 Front St., Toledo 5, O.
Sharlin Bros., 115 Ewing St., Trenton, N. J.
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J.
Sylvania Electric Products, Inc., 500 5th Ave., New York 18, N. Y.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.

## LENSES

American Optical Co., 19 Doat St., Buffalo 11, N. Y.
BAUSCH AND LOMB OPTICAL CO., 635 St. Paul St., Rochester 2, N. Y.
Bell & Howell Co., 7100 McCormick, Chicago, Ill.
Walter Futter, 511 5th Ave., New York 17, N. Y.
General Scientific Corp., 5151 W. 65th St., Chicago 38, Ill.
Ilex Optical Co., 690 Portland St., Rochester 5, N. Y.
Isco Optical Works, 705 Bronx River Rd., Bronxville 8, N. Y.
KOLLMORGEN OPTICAL CORP., 347 King St., Northampton, Mass.
Pacific Optical Corp., 5965 W. 98th St., Los Angeles, Calif.
Projection Optics Co., Inc., 330 Lyell Ave., Rochester 6, N. Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
RCA THEATRE EQUIPMENT DIV., Camden, N. J.
Wollensak Optical Mfg. Co., 350 Hudson Ave., Rochester, N. Y.
Zenith Optical Co., Huntington, W. Va.

## LIGHTING

Allbrite Electric Co., 3917 Kedzie Ave., N., Chicago, Ill.
Black, M., Mfg. Co., 300 N. 3rd St., Philadelphia 6, Pa.
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport 5, Conn.
Capitol Stage Lighting Co., 527 W. 45th St., New York 19, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
J. H. Channon Co., 1455 Hubbard, Chicago, Ill.
Clancy, J. R., Inc., 1010 Belden Ave., Syracuse 4, N. Y.
Curtis Lighting, Inc., 6135 W. 65th St., Chicago 38, Ill.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.
Grimes Mfg. Co., Urbana, O.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Hub Electric Co., 2225 Grand Ave., Chicago 12, Ill.
Jewell Products Co., 266 Glenwood Ave., Bloomfield, N. J.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Major Equip. Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Reynolds Electric Co., 2650 W. Congress St., Chicago 12, Ill.
Spare Electric Corp., 18222 Lanken, Cleveland 19, O.
Sperti, Inc., Norwood Station, Cincinnati 12, O.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.
Summerour and Devine, Inc., 115 W. 17th St., Kansas City 8, Mo.
Taito, Ltd., 39 E. 50th St., New York, N. Y.
Tiffin Scenic Studios, Tiffin, O.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.
Winston, Charles J. and Co., Inc., 2 W. 47th St., New York, N. Y.

## Market Guide—*(Cont'd)*

### LOBBY HARDWARE

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
Apex Brass and Bronze Works, Inc., 429 West Broadway, New York 12, N. Y.
Bevelite, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Art In Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.
Compco Corp., 2257 W. St. Paul Ave., Chicago 47, Ill.
Lawrence Metal Products, Inc., Lynwood, L. I., N. Y.
Lawson, F. H. Co., Evans and Whateley Sts., Cincinnati 4, O.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Smokador Mfg. Co., Inc., Nelson St., Bloomfield, N. J.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

### MAGAZINES

BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
CENTURY PROJECTOR, 729 7th Ave., New York, N. Y.
Cinematic Corp., 122 Washington St., Bloomfield, N. J.
Goldberg Bros., 3500 Walnut St., Denver, Colo.
GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.
MOTIOGRAPH, INC., 4431 W. Lake, Chicago, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., N. Y. C., N. Y.
Natural Vision Corp., 1710 N. LaBrea, Hollywood 46, Calif.
RADIO CORPORATION OF AMERICA, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
Strobl Dodge, P. O. Box 24, Cincinnati 30, O.
Edw. H. Wolk, 1241 S. Wabash, Chicago, Ill.
Wenzel Projector, 2505 S. State, Chicago, Ill.

### MARQUEES

(See SIGNS AND MARQUEES)

### MATS, RUBBER

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
American Mat Corp., 2018 Adams St., Toledo 2, O.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Durable Mat Co., 2926 16th St., S. W., Seattle, Wash.
Fremont Rubber Co., 115 McPherson Hwy., Freemont, O.
Goodyear Tire & Rubber Co., flooring div., 600 W. 58th St., New York 19, N. Y.
Musson, R. C. Rubber Co., 10 S. College Ave., Akron, O.
National Mat Co., 72 Kingsley St., Buffalo, N. Y.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

### MIRRORS

Carvarts, Inc., 7025 Santa Monica Blvd., Hollywood 38, Calif.
Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 19, Pa.

### MURALS

(See DECORATION)

### ORNAMENTAL METALWORK

Architectural Bronze Studios, Inc., 2600 S. 10th St., St. Louis, Mo.
Artcraft Ornamental Iron Co., 724 E. Hudson St., Columbus, O.
International Nickel Co., Inc., 67 Wall St., New York 5, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

### PAINT

First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 7, N. Y.
Pabco Products, Inc., 475 Brannan St., San Francisco 19, Calif.
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis 10, Mo.
Tnemec Co., Inc., 124 W. 23rd Ave., Kansas City, Mo.

### PLUMBING FIXTURES

American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York 18, N. Y.
Bradley Washfountain Co., 2203 W. Michigan St., Milwaukee 1, Wis.
Crane Co., 836 S. Michigan Blvd., Chicago 1, Ill.
Kohler Co., Kohler, Wis.
Safeway Sanitation Co., 75 Argyle Rd., Eggertsville 21, N. Y.
Sexauer, J. A. Mfg. Co., Inc., 2503-5 3rd Ave., New York 5, N. Y.
Sperzel Sanitary Seat Co., 123 14th Ave., S. Minneapolis, Minn.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C.

### PRE-FAB FRONTS

(See FRONTS)

### PREMIUM DISTRIBUTORS

Metro Premium, 334 W. 44th St., New York, N. Y.
Price Theatre Premiums, 352 W. 44th St., New York, N. Y.
Shure, N. and Co., 200 W. Adams St., Chicago 6, Ill.
West Bend Aluminum Co., West Bend, Wis.

### PROJECTION LAMPS

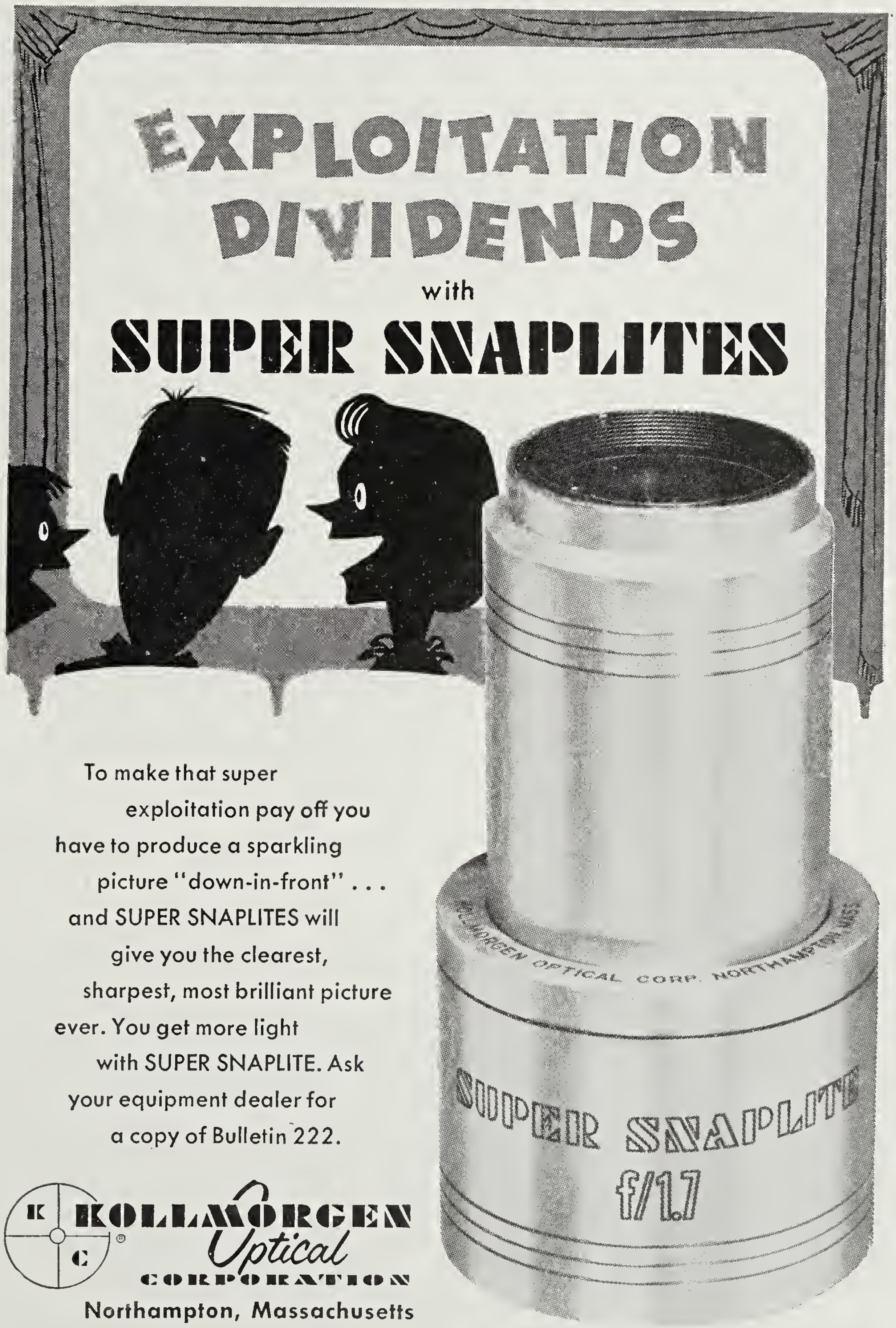
Ashcraft, C. S. Mfg. Co., 3632 38th St., Long Island City 1, N. Y.
BALLANTYNE CO., 707 Davenport St., Omaha, Neb.
Forest-Harrison, Inc., 122 Washington St., Bloomfield, N. J.
McAuley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
Murch Electric Co., Franklin, Me.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.
WESTREX CORP., 111 8th Ave., New York 11, N. Y.

### PROJECTOR INTERLOCKS

BALLANTYNE CO., 1712 Jackson Ave., Omaha, Neb.
CENTURY PROJECTOR, 729 7th Ave., New York, N. Y.
MOTIOGRAPH, INC., 4431 W. Lake, Chicago, Ill.
Natural Vision Corp., 1710 N. LaBrea, Hollywood, Calif.

### PROJECTORS, 35mm

BALLANTYNE CO., 1712 Jackson Ave., Omaha, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
INTERNATIONAL PROJECTOR CORP., 55 LaFrance Ave., Bloomfield, N. J.
LaVezzi Machine Works, 4635 W. Lake St., Chicago 66, Ill.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 34, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York, N. Y.
Phillips Projector Co., Eiadhoven, Holland.
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.



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# Market Guide—(*Cont'd*)

RADIO CORP. OF AMERICA, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
S.O.S. Cinema Supply, 602 W. 52nd St., New York 19, N. Y.
Star Cinema Supply Co., 447 W. 52nd St., New York, N. Y.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
WESTREX CORP., 111 8th Ave., New York 11, N. Y.

## PROJECTORS, 16mm

Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.
Bell and Howell Company, 7183 McCormick Rd., Chicago, Ill.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Victor Animatograph Corp., Davenport Bank Bldg., Davenport, Ia.

## RECTIFIERS

American Selectifier div., Doc Faige and Assoc., 630 Ninth Ave., New York 36, N. Y.
Ashcraft, C. S. Mfg. Co., 3632 38th St., Long Island City 1, N. Y.
BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
Continental Electric Co. (Rectifier Tubes), 715 Hamilton St., Geneva, Ill.
Forest-Harrison, Inc., 122 Washington St., Bloomfield, N. J.
Carver Electric Co., 327 Carter St., Union City, Ind.
Gordos Corp. (Rectifier Tubes), 250 Glenwood Ave., Bloomfield, N. J.
Kneisley Electric Co., 333 Woodruff St., Toledo 3, O.
McColpin-Christie Corp., Ltd., 4922 S. Figueroa St., Los Angeles 37, Calif.
Mallory, P. R. and Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 34, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York, N. Y.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Reevall Mfg. Co. (Rectifier Tubes), 5217 Euclid Ave., Cleveland 3, Ohio.
J. E. ROBIN, 267 Rhode Island Ave., E. Orange, N. J.
Sheldon Electric Co., Inc., 76 Colt St., Irvington, N. J.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

## REELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
General Devices & Eng. Co., 1147 N. McCadden Place, Hollywood 38, Calif.
Goldberg Bros., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.
Griswold Machine Works, Port Jefferson, N. Y.
Natural Vision Corp., 1710 N. LaBrea, Hollywood 46, Calif.
Neumade Prods. Co., 250 W. 57th St., New York 19, N. Y.
Weaver, Fred Co., 1639 E. 102nd St., Los Angeles 2, Calif.
Wenzel Projector, 2505 S. State St., Chicago 16 ,Ill.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

## REFLECTORS

Bausch and Lomb Optical Co., 625 St. Paul St., Rochester, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.
Heyer-Shultz, Inc., 89 Orange Rd., Montclair, N. J.
McAuley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York, N. Y.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

## REVERSIBLE COLLARS

Reversible Collar Co., 111 Putnam Ave., Cambridge, Mass.
Troy Novelties Co., 5 Union St., Troy, N. Y.

## REWINDS

(See REELS)

## SAFES

Ballam, Thomas F. Co., 1206 7th Ave., N., St. Petersburgh, Fla.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Hawthorne Mfg. Co., 2930 37th Ave., S. Minneapolis, Minn.
Mosler Safe Co., 320 5th Ave., New York City 1, N. Y.

## SANITARY SUPPLIES AND EQUIPMENT

(See JANITOR SUPPLIES)

## SCREENS

BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
Bodde Screen Co., 829 Venice Blvd., Los Angeles 34, Calif.
Carpenter, L. E. & Co. (Vicra-Lite div.), Empire State Bldg., New York 1, N. Y.
Da-Lite Screen Co., Inc., 2723 N. Crawford Ave., Chicago 39, Ill.
Hurley Screen Co., 96-17 Northern Blvd., Corona, L. I., New York.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York, N. Y.
Perkins Theatre Supply, 505 Pearl St., Buffalo, N. Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Raytone Screen Co., 165 Clermont Ave., Brooklyn 5, N. Y.
J. E. ROBIN, INC., 267 Rhode Island Ave., East Orange, N. J.
B. F. Shearer Co., 2318 Second Ave., Seattle 1, Wash.
Trans-Lux Corp., 1270 Avenue of the Americas, New York, N. Y.
Vocalite Screen Corp., 19 Debevoise Ave., Roosevelt, N. Y.
Walker-American Corp., 2665 Delmar Blvd., St. Louis 6, Mo.
WILLIAMS SCREEN CO., 1620 Summit Lane Blvd., Akron, O.

## SCREEN FRAMES

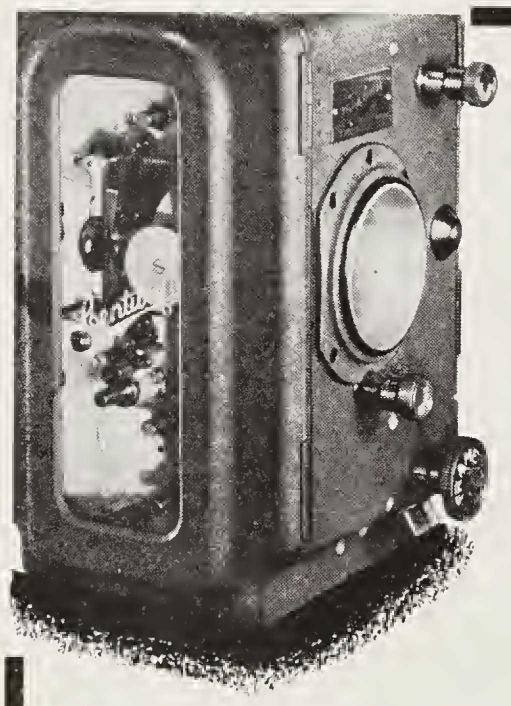
Artcraft Strauss Sign Co., 830 12th Ave., N. Y. 19, N. Y.
BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
R. H. Mitchell & Co., Hartselle, Ala.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
Hollywood Curvescope Frame Co., 2311 Foshay Towers, Minneapolis 2, Minn.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Raytone Screen Co., 165 Clermont Ave., Brooklyn 5, N. Y.
Selby Industries, 1350 Ghent Rd., Medina, O.
Unistrut Products Co., 1013 W. Washington Blvd., Chicago 7, Ill.

## SIGNS, ADMISSION

(See BOXOFFICE EQUIPMENT)

## SIGNS, DIRECTIONAL AND EXIT

American Metalcraft Corp., 1009 S. 8th St., St. Joseph, Mo.
Ardley, 1010 Castle Hall Ave., New York 72, N. Y.
Bahn, L., Co., 123 W. Canton St., Boston 18, Mass.
Beach Co., Coshocton, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Dawo Co., 145 N. Erie St., Toledo 2, O.
Drive-In Theatre Mfg. Co., div. of Dit-Mco, Inc., 505 W. 9th St., Kansas City 5, Mo.
First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.



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## Market Guide—*(Cont'd)*

Federal Electric Co., Inc., 8700 S. State St., Chicago 19, Ill.
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Rem-Lite, Inc., 878 Broadway, New York 3, N. Y.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.

### SIGN LETTERS AND MARQUEES

Adler Silhouette Letter Co., 3021 W. 36th St., Chicago 32, Ill.
Artcraft-Strauss Sign Co., 830 12th Ave., New York, N. Y.
Bevelite, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Everbrite Electric Sign Co., 1440 N. 4th St., Milwaukee 12, Wisc.
Falk Glass Products Co., 5 Union Square, W., New York 3, N. Y.
First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
Flexlume Sign Corp., 1464 Main St., Buffalo 9, N. Y.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Sign Animation Corp., 229 W. 42nd St., New York, N. Y.
Signs, Inc., 48 Geneva St., Boston 21, Mass.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Sola Electric Co., 4613 16th St., Cicero 50, Ill.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Triple-S Supply Co., 206 First St., San Francisco, Calif.
WAGNER SIGN SERVICE, INC., 218 S. Hoyne Ave., Chicago 12, Ill.

### SLIDES

FILMACK TRAILER CO., 1327 S. Wabash Ave., Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 630 9th Ave., New York 19, N. Y.

### SOUND EQUIPMENT

Ampex Electric Corp., 934 Charter St., Redwood City, Calif.
BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
Bell Sound Systems, Inc., 555 Marion Rd., Columbus 7, O.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
Cinematic Corp., 122 Washington St., Bloomfield, N. J.
EPRAD, 1206 Cherry St., Toledo, O.
Fairchild Recording Equipment, Motion Picture Sound div., Whitestone 57, N. Y.
Fine Sound, 711 5th Ave., New York, N. Y.
Hallen Corp., 122 Washington St., Bloomfield, N. J.
INTERNATIONAL PROJECTION CORP., 55 La France Ave., Bloomfield, N. J.
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.
Magnasyne Mfg. Co., 5517 Satsuma Ave., N. Hollywood, Calif.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York, N. Y.
Natural Sound Corp., 1710 N. LaBrea, Hollywood 46, Calif.
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
ROBIN, J. E., INC., 330 W. 42nd St., New York 13, N. Y.
S.O.S. Cinema Supply, 602 W. 52nd St., New York, N. Y.
Star Cinema Supply Co., 447 W. 52nd St., New York, N. Y.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
WESTREX CORP., 111 8th Ave., New York, N. Y.

### SOUND EQUIPMENT SERVICE

ALTEC SERVICE CO., 161 6th Ave., New York 13, N. Y.

### SPEAKERS AND HORNS

(See SOUND EQUIPMENT)

### SPOTLIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York 19, N. Y.
Genarco, Inc., 97-04 Sutphin Blvd., Jamaica 35, N. Y.
GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
STRONG ELEC. CORP., 87 City Park Ave., Toledo, O.

### STAGE HARDWARE

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa.
J. R. Clancy, Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
NOVELTY SCENIC STUDIO, INC., 432 E. 91st St., New York 28, N. Y.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

### STAGE LIGHTING

(See LIGHTING FIXTURES)

### STAGE RIGGING

(See STAGE HARDWARE)

### STAIR TREADS

American Mat Corp., 2018 Adams St., Toledo 2, O.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
Safe Tread Co., 30 Vesey St., New York 7, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.

### STEREOPTICONS

GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.

### SWITCHBOARDS

Adam, Frank Electric Co., 3650 Windsor Place, St. Louis, Mo.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
Federal Pacific Electric Products Co., 50 Paris St., Newark, N. J.
General Radio Co., 275 Massachusetts Ave., Cambridge 39, Mass.
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago 38, Ill.
Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Time-O-Matic Co., Danville, Ill.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.
Ward Leonard Electric Co., 86 South St., Mt. Vernon, N. Y.

### TICKET CHOPPERS

GENERAL REGISTER CO., 36-20 33rd St., Long Island City 1, N. Y.
GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.

### THEATRE TELEVISION

Air Marshall Corp., 12 E. 44th St., New York, N. Y.
DuMont, Allen B. Labs., Inc., Passaic, N. J.
Farnsworth Radio and Television Co., Standard Bldg., Fort Wayne 1, Ind.
General Precision Labs., 63 Bedford Rd., Pleasantville, N. J.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
Paramount, Inc., 1501 Broadway, New York, N. Y.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Tele-Screen Corp., 1231 Race St., Philadelphia 7, Pa.
Trad Television, Asbury Park, N. J.

### TEMPERATURE CONTROLS

Barber-Colman Co., 1200 River St., Rockford, Ill.
Johnson Service Co., 507 E. Michigan St., Milwaukee 2, Wis.
Minneapolis-Honeywell Regulator Co., 2747-53 4th Ave., S. Minneapolis 8, Minn.

### TICKET ISSUING MACHINES

(See BOXOFFICE EQUIPMENT)

### TICKETS

Elliott Ticket Co., 409 Lafayette St., New York 3, N. Y.
Globe Ticket Co., 112 N. 12th St., Philadelphia, Pa.

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International Ticket Co., 50 Grafton Ave., Newark 4, N. J.
Keller Ansell Ticket Co., 723 7th Ave., New York 19, N. Y.
National Ticket Co., 201 Pearl St., Shamokin, Pa.
Toledo Ticket Co., 116 Erie St., Toledo, O.

## TILE, STRUCTURAL AND ORNAMENTAL

American Encaustic Tiling Co., Inc., P. O. Box 271, Lansdale, Pa.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Arketec Ceramic Corp., Brazil, Ind.
Cambridge Tile Mfg. Co., P. O. Box 71, Station R, Lockland, Cincinnati 15, O.
Mosaic Tile Co., Zanesville, O.
National Fireproofing Corp., 202 E. Ohio St., Pittsburgh 12, Pa.
National Tile Co., 1200 E. 26th St., Anderson, Ind.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C.
Tile-Tex Company, Inc., 1232 McKinley St., Chicago Heights, Ill.
U. S. Quarry Tile Co., 730 Renkert Bldg., Canton 2, O.

## TOILETROOM ACCESSORIES

(See PLUMBING FIXTURES)

## TRAILERS, FEATURE AND SPECIAL

FILMACK TRAILER CO., 1327 S. Wabash Ave., Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 630 9th Ave., New York 19, N. Y.

## TURNSTILES

Perey Turnstile Co., Inc., 101 Park Ave., New York 17, N. Y.

## VACUUM CLEANERS

Ace Co., 122 W. Washington St., Ocala, Fla.
Allen Billmyre div., Lamson Corp., 425 Lamson St., Syracuse 1, N. Y.
Breuer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.
Clements Mfg. Co., 6650 S. Narragansett Ave., Chicago 38, Ill.
Eureka Vacuum Cleaner Co., Bloomington, Ill.
General Electric Co., Appliance and Mdse. Dept., Bridgeport, Conn.
Health-Mor, Inc., 203 N. Wabash St., Chicago, Ill.
Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.
Hoover Co., 8 S. Michigan Ave., Chicago 3, Ill.
Ideal Industries, Inc., Sycamore, Ill.
Kent Co., Inc., 174 Canal St., Rome, N. Y.
Pullman Vacuum Cleaner Co., 33 Allerton St., Boston, Mass.
Multi-Clean Prods., 2277 Ford Pkwy., St. Paul 1, Minn.
National Super Service Co., 1946 N. 13th St., Toledo, O.

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Scott and Fetzer Co., The, 11401 Locust Ave., Cleveland 2, O.
Spencer Turbine Co., 486 Newark Ave., Hartford, Conn.
Westinghouse Electric Corp., 983 Page Blvd., E., Springfield, Mass.
Von Schrader Mfg. Co., 1600 Junction Ave., Racine, Wis.

## VENTILATING SYSTEMS

(See AIR CONDITIONING)

## WORK LIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Reliance Devices Co., 30 Irving Place, New York 3, N. Y.

# DRIVE-IN GUIDE

## BEACON ATTRACTION LIGHTS

BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Federal Sign & Signal Co., 8764 S. State St., Chicago 9, Ill.
Tripp Mfg. Co., 133 N. Jefferson St., Chicago 6, Ill.

## CABLE AND SPEAKER CORDS

BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
Crest Wire, 113 W. 42nd St., New York, N. Y.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.
Wheeler Ins. Wire Co., 1118 E. Aurora St., Waterbury 20, Conn.
Whitney Blake Co., 1565 Dixwell Ave., New Haven, Conn.

## CARBONS

Carbons, Inc., Boonton, N. J.
Helios Carbons, Inc., 9 W. Park St., Newark, N. J.
NATIONAL CARBON CO., INC., 30 E. 42nd St., New York 17, N. Y.
Western Mercantile Corp., 70 Pine St., New York 5, N. Y.

## DRIVE-IN THEATRE SEATING

AMERICAN SEATING CO., 9th & Broadway, Grand Rapids 2, Mich.
Griggs Equipment Co., 209 Beale St., Box 630, Belton, Texas.
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich.

## FENCING

American Chain and Cable Co., Inc., Page Steel and Wire div., Bridgeport, Conn.
Anchor Post Fence Co., 6695 Eastern Ave., Baltimore 24, Md.
Habitant Fence Co., Bay City 21, Michigan.

## IN-CAR HEATERS

Arvin Industries, Columbus, Ind.
Electromode, 45 Crouch St., Rochester, N. Y.
EPRAD, 1206 Cherry St., Toledo, O.
Thermolater Co., 1628 Victory Blvd., Glendale, Calif.

## IN-CAR SPEAKERS

BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
Dawo Co., 145 N. Erie St., Toledo 2, Ohio.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York, N. Y.
Oxford Electric Co., 3911 S. Michigan, Chicago 5, Ill.
Permaflex Corp., 4900 W. Grand, Chicago, Ill.
RADIO CORP. OF AMERICA, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
United Speaker Co., 1263 3rd Ave., New Kensington, Pa.
WESTREX CORP., 111 8th Ave., New York.

## INSECTICIDES FOR OUTDOOR SPRAYING

Pic Corp., 837 Broad St., Newark, N. J.
Swingfog, Inc., 415 Lexington Ave., New York, N. Y.
Todd Shipyards Corp., 81-16 45th Ave., Queens, N. Y.

## LITTER REMOVAL EQUIPMENT

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Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
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NATIONAL THEATRE SUPPLY, 92 Gold St., New York, N. Y.
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Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
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SECTION TWO • VOL. 58, No. 16
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This yellow paper Check-Up is published every second week, alternating with the pink paper Reviews of all features and short subjects, as a special section of MOTION PICTURE EXHIBITOR. Every issue of the Check-Up serves as a complete reference index to all feature motion pictures and short subjects reviewed during the past year, plus the features from all sources that are known to be nearing completion. Combined, the yellow and pink sections represent a unique informative service to theatremen, specially created and carefully maintained by the editors of—

MOTION PICTURE EXHIBITOR
246-48 N. Clarion St., Philadelphia 7, Pa.

# MOTION PICTURE EXHIBITOR

## SERVISECTION

***THE CHECK-UP of all features and short subjects reviewed during the preceding 12-month period***

## Allied Artists

ATTACK OF THE CRAB MONSTERS (5703)—MD—Richard Garland, Pamela Duncan—For the lower half—64m.—4-17-57—4313.

BLONDE SINNER (5635)—D—Diana Dors, Michael Craig—For the lower half—72m.—2-6-57—4285—(B).

CALLING HOMICIDE (5624)—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—9-19-56—4225.

CANYON RIVER (5620)—W—George Montgomery, Marcia Henderson—Okay western—80m.—11-14-56—4249—DC—CS.

CHAIN OF EVIDENCE (5701)—MD—Bill Elliott, James Lydon, Claudia Barrett—For the duallers—64m.—2-20-57—4289.

CRUEL TOWER, THE (5691)—MD—John Ericson, Mari Blanchard, Charles McGraw—Okay thriller for lower half—80m.—1-9-57—4273—(B).

DESTINATION 60,000 (5715)—D—Preston Foster, Pat Conway, Jeff Donnell—For the lower half—65m.—4349.

DINO (5721)—D—Sal Mineo, Brian Keith, Susan Kohner—Interesting yarn on juvenile delinquency—96m.—4349.

DRAGOON WELLS MASSACRE (5709)—W—Barry Sullivan, Dennis O'Keeke, Mona Freeman—Good, large scale western—88m.—6-12-57—4337—DC—CS.

FIGHTING TROUBLE (5623)—C—Huntz Hall, Stanley Clements, Adele Jergens—Lower half filler—60m.—12-26-56—4265—(B).

FOOTSTEPS IN THE NIGHT (5708)—MD—Bill Elliott, Dan Haggerty, Eleanor Tanin—Okay lower half entry—62m.—4-3-57—4305.

FRIENDLY PERSUSION (5657)—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—10-3-56—4229—DC—CS.

HIGH TERRACE (5630)—MD—Dole Robertson, Lois Maxwell, Derek Bond—For the lower half—70m.—2-20-57—4289—English.

HOLD BACK THE NIGHT (5621)—MD—John Payne, Mona Freeman, Chuck Connors—Better than average programmer—80m.—9-5-56—4213.

HOLD THAT HYPNOTIST (5706)—C—Huntz Hall, Stanley Clements, Jane Nigh—Average Bawery Boys series entry—61m.—3-20-57—4301.

HOT SHOTS (5632)—C—Huntz Hall, Stanley Clements, Joi Lansing—Series average—61m.—2-20-57—4289.

LAST OF THE BADMEN (5705)—W—George Montgomery, Keith Larsen, Meg Randall—Good, suspenseful western—80m.—3-6-57—4297—DC—CS.

LET'S BE HAPPY (5707)—MU—Tony Martin, Vera Ellen, Robert Flemyng—Light and entertaining—93m.—6-12-57—4337—TC—CS—English.

LOVE IN THE AFTERNOON (5719)—C—Gary Cooper, Audrey Hepburn, Maurice Chevalier—Highly entertaining comedy should have wide appeal—125m.—6-12-57—4337—(B).

NAKED HILLS, THE (5605)—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—10-3-56—4229—PatheColor.

NOT OF THIS EARTH (5704)—MD—Paul Birch, Beverly Garland, Morgan Jones—Fair horror meller—67m.—4-17-57—4313.

OKLAHOMAN, THE (5712)—W—Joel McCrea, Barbara Hale, Gloria Talbott—Good western—80m.—6-26-57—4341—DC—CS.

ROSE BOWL STORY, THE—C—Marshall Thompson, Vera Miles, James Dobson—Reissue has angles—75m.—12-12-56—4261—Color—RE.

SCREAMING EAGLES (5610)—MD—Tom Tryon, Jan Merlin—Well-mode war meller—81m.—9-5-56—4213.

STRANGE INTRUDER (5619)—MD—Edmund Purdom, Ida Lupino, Ann Harding—Goad adult postwar meller—82m.—11-28-56—4257.

SUDDEN DANGER (5540)—MD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—1-11-57—4085.

THUNDERSTORM (5604)—D—Linda Christian, Carlos Thompson, Charles Korvin—Heavy love drama for lower half—81m.—9-5-56—4213—(B)—(Made In Spain).

YAQUI DRUMS (5625)—W—Rod Cameron, Mary Castle, J. Carrol Naish—Fair lawer half western—71m.—9-19-56—4225.

YOUNG GUNS, THE (5623)—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—11-14-56—4249—(B).

### TO BE REVIEWED

AQUA DIVE GIRL (5718)—Mara Corday, Pat Conway.
BADGE OF MARSHAL BRENNAN (5713)—Jim Davis, Arleen Whelan.
CALYPSO JOE—Herb Jeffries, Angie Dickinson—(B).
CYCLOPS—James Craig, Tom Drake, Lon Chaney, Gloria Talbott.
DAUGHTER OF DR. JEKYLL (5710)—John Agar, Gloria Talbott—(B).
DEATH IN SMALL DOSES—Peter Graves, Mala Powers, Merry Anders.
DISEMBODIED, THE (5720)—Paul Burke, Allison Hayes—(B).
FEVER TREE, THE—John Cassavetes, Raymond Burr, Sara Shane.
FROM HELL IT CAME—Tod Andrews, Tina Carver.
HOT ROD RUMBLE (5717)—Leigh Snowden, Richard Hartunian, Brett Halsey.
HUNCHBACK OF PARIS (5725)—Gina Lollobrigida, Anthony Quinn—France—CS.
LOOKING FOR DANGER—Bowery Boys.
MAN FROM MONTEREY—Sterling Hayden, Pamela Duncan, Ted DeCorsia.
NEW DAY AT SUNDOWN—George Montgomery, Susan Cummings—Color—CS.
PERSUADER, THE (5714)—William Talman, Kristine Miller, James Craig.
PORTLAND EXPOSE—Edward Binns, Virginia Gregg.
RIFLE, THE—Joel McCrea, Virginia Mayo—Color—CS.
SPOOK CHASERS (5716)—Bowery Boys.
STORM OUT OF THE WEST (5702)—Dale Robertson, Brian Keith, Rossana Rory.

## American International

DRAGSTRIP GIRL—MD—Fay Spain, Steve Terrell—Programmer with teen-age appeal—70m.—6-26-57—4341.

FLESH AND THE SPUR—W—John Agar, Touch Connors, Marla English—Average western—80m.—3-6-57—4297—PatheColor.

GIRLS IN PRISON—MD—Richard Denning, Joan Taylor—For the lower half—87m.—8-8-56—4201—(B).

GUNSLINGER—W—John Ireland, Beverly Garland, Allison Hayes—Fair western—83m.—8-8-56—4201—PatheColor—(B).

HOT-ROD GIRL—MD—Lori Nelson, John Smith, Chuck Connars—Programmer has exploitation angles far some spots—75m.—8-8-56—4201.

IT CONQUERED THE WORLD—MD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—10-31-56—4245.

NAKED PARADISE—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supporting feature—71m.—2-20-57—4289—Color.

ROCK ALL NIGHT—MUMD—Dick Miller, Abby Dalton—Lower half filler—63m.—6-26-57—4341.

RUNAWAY DAUGHTERS—D—Marla English, John Litel, Anna Sten—Far the lower half—88m.—11-14-56—4249—(B).

SHAKE, RATTLE AND ROCK—MU—Fats Domino, Lisa Gaye, Touch Cannors—Exploitable programmer—77m.—11-14-56—4249.

SHE CREATURE, THE—MD—Chester Morris, Marla English, Tom Conway—Lower half filler—77m.—10-31-56—4245.

UNDEAD, THE—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly involved horror entry—71½m.—4-3-57—4305.

VOODOO WOMAN—MD—Marla English, Tom Conway, Touch Connors—Inferiar lower half entry—75m.—4-3-57—4305.

### TO BE REVIEWED

AMAZING COLOSSAL MAN, THE—Glenn Langan, William Hudson.
CAT GIRL, THE—Lynn Tracey, Barbara Shelley, Robert Ayres.
I WAS A TEENAGE WEREWOLF—Michael London, Yvonne Lime, Tony Marshall.
INVASION OF THE SAUCER MEN—Steve Terrell, Gloria Castillo.
SORORITY GIRL—Susan Cabot, Barbara O'Neill, Dick Miller.
UNDERWATER GIRL—Mara Corday, Pat Conway.

## Associated

FRONTIER GAMBLER—W—John Bromfield, Coleen Gray, Kent Taylor—Fair lower half filler—70m.—9-5-56—4214.

MAN BEAST—MD—Rock Madison, Virginia Maynor, Tom Maruzzi—For the lower half—62m.—2-20-57—4290.

NAKED GUN—W—Willard Parker, Mara Corday, Barton MacLane—Lower half western—69m.—4-3-57—4305.

THREE OUTLAWS, THE—W—Neville Brand, Alan Hale, Bruce Bennett—Fair western for filler—74m.—8-22-56—4205—SS.

## Astor

MEN OF SHERWOOD FOREST—MD—Don Taylor, Reginald Beckwith, Eileen Moore—Programmer has kiddie appeal—77m.—9-5-56—4214—EC—English.

## Buena Vista

BAMBI—CAR—Reissue Is topflight disney—71m.—7-24-57—4357—TC—RE.

CINDERELLA—CAR—Reissue Is topnotch Disney—74m.—1-9-57—4273—TC—RE.

IF ALL THE GUYS IN THE WORLD . . .—D—Andre Valmy, Jean Gaven, Marc Cassot—Exciting Impart—95m.—5-1-57—4317—French—Titles.

## KEY

Letters in parenthesis ( ) Indicate Catholic Legion of Decency ratings where the picture is classified either objectionable in part for all (B) or condemned (C). Films without such a rating are either unobjectionable or unclassified by the Legion.

Number in parenthesis ( ) following titles indicates production release number. Following running time is date and page of review.

Abbreviations following release number indicate type of picture:

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
NOV—Novelty
TRAV—Travelogue
W—Western

Other abbeviations Indicate projection and color processes:

CS—CinemaScope
DC—DeLuxe Color
EC—Eastman Color
MC—MetroColor
NA—Naturama
RS—Regalscope
SS—SuperScope
TC—Technicolor
TE—Technirama
TR—Trucolor
VV—VistoVision
WC—WarnerColor

All reissues, both features and shorts, are Indicated by RE.

JOHNNY TREMAIN—MD—Hal Stalmaster, Luana Patten, Jeff York—Family entry has colorful Revolutionary War background—80m.—5-15-57—4325—TC.

SECRETS OF LIFE—DOC—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—10-31-56—4241—TC—Part CS.

WESTWARD HO, THE WAGONS—W—Fess Parker, Kathleen Crowley, Jeff York—Attractive western, especially for younger set—90m.—12-26-56—4265—TC—CS.

YANG KWEI FEI—D—Japanese cast—For the art spots—92m.—10-31-56—4241—EC—Japanese—Titles.

### TO BE REVIEWED

LIGHT IN THE FOREST, THE—Fess Parker, James MacArthur, Carol Lynley—TC—(Disney).

MISSOURI TRAVELER—Brandon DeWilde, Gary Merrill—TC—(Whitney).

OLD YELLER—Fess Parker, Jeff York, Dorothy McGuire—TC.

SLEEPING BEAUTY—Walt Disney—TC—TE.

## Columbia

ABANDON SHIP (139)—D—Tyrone Power, Mai Zetterling, Lloyd Nolan—Highly interesting drama—100m.—4-3-57—4306—English.

BEYOND MOMBASA (142)—D—Cornel Wilde, Donna Reed—Satisfactory programmer—90m.—5-29-57—4333—TC.

BURGLAR, THE (143)—MD—Dan Duryea, Jayne Mansfield, Martha Vickers—Mansfield name will help over-involved program meller—90m.—5-1-57—4317—(B).

CALYPSO HEAT WAVE (147)—MU—Johnny Desmond, Merry Anders, Meg Myles—Plenty of appeal for youthful Calypso-maniacs—86m.—6-12-57—4337.

CHA-CHA-CHA BOOM (114)—MU—Perez Prado and Orchestra, Mary Kaye Trio—Pleasant programmer—72m.—10-3-56—4229—(B).

DON'T KNOCK THE ROCK (125)—MU—Bill Haley and Comets, Alan Dale, Patricia Hardy—For the rock 'n' roll addicts or as filler for the lower half—80m.—12-26-56—4265.

FIRE DOWN BELOW (201)—D—Rita Hayworth, Robert Mitchum—Colorful, slightly off-beat drama benefits from top name values—116m.—5-29-57—4333—TC—CS—(B).

FULL OF LIFE (130)—C—Judy Holliday, Richard Conte, Salvadore Baccaloni—Highly enjoyable entertainment—91m.—12-26-56—4265.

GAMMA PEOPLE, THE (111)—MD—Paul Douglas, Eva Bartok, Leslie Phillips—Mild impon for lower half—79m.—9-19-56—4225—English.

GARMENT JUNGLE (144)—MD—Lee J. Cobb, Gia Scala—Tough pro-union story is hard hitting melodrama; but will need push—88m.—5-1-57—4317.

GIANT CLAW, THE (146)—MD—Jeff Morrow, Mara Corday—Lower half filler—76m.—6-26-57—4341.

GUNS FOR FORT PETTICOAT, THE (131)—W—Audie Murphy, Kathryn Grant, Hope Emerson—Good action programmer—82m.—3-20-57—4301—TC.

HE LAUGHED LAST (105)—C—Frankie Laine, Lucy Marlow, Anthony Dexter—Okay programmer—77m.—10-3-56—4230—TC—(B).

HEART OF SHOW BUSINESS, THE (0199)—DOC—Produced and directed by Ralph Staub—Excellent story of Variety Clubs International—40m.—5-29-57—4333—TC.

HELLCATS OF THE NAVY (141)—D—Ronald Reagan, Nancy Davis, Arthur Franz—Okay programmer of submarine warfare—82m.—5-1-57—4317.

JEANNE EAGELS—204—D—Kim Novak, Jeff Chandler, Agnes Moorehead—Highly interesting, well-made biographical drama—109m.—7-24-57—4357—(B).

LAST MAN TO HANG, THE (117)—D—Tom Conway, Elizabeth Sellars, Freda Jackson—For the lower half—75m.—11-14-56—4250—English.

MAGNIFICENT SEVEN, THE—MD—Japanese cast—Very good entry for art and specialty spots—158m.—1-23-57—4277—Japanese—Titles—(B).

MAN WHO TURNED TO STONE, THE (134)—MD—Victor Jory, Ann Doran, Charlotte Austin—Average horror entry for the duallers—71m.—2-20-57—4290—(B).

MIAMI EXPOSE (106)—MD—Lee J. Cobb, Patricia Medina, Edward Arnold—Average crime meller for the duallers—73m.—9-5-56—4197.

NIGHTFALL (127)—MD—Aldo Ray, Brian Keith, Anne Bancroft—Suspenseful meller should be welcome addition to the program—78m.—12-12-56—4261.

NIGHT THE WORLD EXPLODED, THE (145)—MD—Kathryn Grant, William Leslie—Science fiction meller for the duallers—64m.—6-26-57—4341.

NO TIME TO BE YOUNG (206)—MD—Robert Vaughn, Roger Smith, Dorothy Green—Ordinary dualler on delinquency theme—82m.—8-7-57—4361.

ODONGO (109)—MD—Rhonda Fleming, MacDonald Carey, Juma—Pleasing programmer—85m.—10-3-56—4230—TC—CS.

PAPA, MAMA, THE MAID, AND I—C—Robert Lamoureaux, Gaby Morlay—One of the better French farces for the art houses—94m.—10-31-56—French—Titles and Narration.

PHANTOM STAGECOACH, THE (137)—W—William Bishop, Kathleen Crowley, Richard Webb—Mediocre western for the duallers—69m.—4-13-57—4306.

PICKUP ALLEY (208)—MD—Victor Mature, Anita Ekberg, Trevor Howard—Fast meller should please action fans—92m.—8-7-57—4361—CS.

PORT AFRIQUE (113)—MD—Pier Angeli, Phil Carey, Dennis Price—Locale helps program meller—92m.—9-19-56—4224—TC—English.

REPRISAL (115)—MD—Guy Madison, Felicia Farr, Kathryn Grant—Interesting western meller—74m.—10-3-56—4230—TC.

RIDE THE HIGH IRON (128)—D—Don Taylor, Sally Forrest, Raymond Burr—Lower half entry—74m.—12-12-56—4261.

ROGUES OF SHERWOOD FOREST (1072)—D—John Derek, Diana Lynn, George Macready—Reissue is okay adventure programmer—80m.—10-31-56—4241—RE.

RUMBLE ON THE DOCKS (124)—D—James Darren, Laurie Carroll—Average meller of 'teen-age violence will appeal most to 'teen-age audiences—82m.—2-20-57—4290—(B).

SEVENTH CAVALRY, THE (121)—MD—Randolph Scott, Barbara Hale, Jay C. Flippin—Okay outdoor meller—75m.—10-31-56—4241—TC.

SHADOW ON THE WINDOW, THE (133)—MD—Phil Carey, Betty Garrett, John Barrymore, Jr.—Okay programmer—73m.—3-6-57—4297.

SIERRA STRANGER (140)—W—Howard Duff, Gloria McGhee, Dick Foran—Mediocre western—74m.—5-15-57—4325.

SILENT WORLD, THE (122)—DOC—High rating, underwater documentary—86m.—10-3-56—4230—TC—French—English Narration.

SOLID GOLD CADILLAC, THE (112)—C—Judy Holliday, Paul Douglas, Fred Clark—High rating comedy—99m.—9-5-56—4205.

SPIN A DARK WEB (107)—MD—Faith Domergue, Lee Patterson, Rona Anderson—Lower half filler—76m.—10-3-56—4230—(B)—English.

STORM CENTER (108)—D—Bette Davis, Brian Keith, Kim Hunter—Thought-provoking drama will fare best in metropolitan and special situations—85m.—9-5-56—4197.

STRANGE ONE, THE (138)—D—Ben Gazzara, Pat Hingle, Mark Richman—Filmization of play and novel is off-beat and interesting—97m.—4-3-57—4206—(B).

SUICIDE MISSION (123)—DOC—Leif Larsen—Lower half entry—70m.—11-14-56—4250—Filmed in Norway and Shetland Islands.

TALL T, THE (136)—W—Randolph Scott, Maureen O'Sullivan, Richard Boone—Good Scott entry should please western and action fans—78m.—4-3-57—4306—TC.

TEN TALL MEN (119)—MD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Reissue is good adventure yarn—97m.—10-31-56—4242—TC—RE.

TOWN ON TRIAL (207)—MD—John Mills, Barbara Bates, Charles Coburn—For lower half—95m.—4349—English.

TOREROI—DOC—Luis Procuna—Okay bullfight picture—75m.—4349—Mexican—English narration.

20 MILLION MILES TO EARTH (202)—MD—William Hopper, Joan Taylor—Mediocre science fiction feature for the duallers—82m.—6-12-57—4337.

27TH DAY, THE (203)—MD—Gene Barry, Valerie French—Good science fiction programmer—75m.—5-29-57—4333.

UTAH BLAINE (129)—W—Rory Calhoun, Susan Cummings, Angela Stevens—Average western fare for the duallers—75m.—1-23-57—4277.

WHITE SQUAW, THE (116)—W—David Brian, May Wynn, William Bishop—For the lower half—75m.—10-31-56—4242.

WICKED AS THEY COME (132)—MD—Arlene Dahl, Phil Carey, Herbert Marshall—Fair meller for the program—94m.—1-9-57—4273—(B)—English.

YOU CAN'T RUN AWAY FROM IT (118)—C—June Allyson, Jack Lemmon, Charles Bickford—Highly amusing comedy—95m.—10-17-56—4237—TC—CS—(B).

YOUNG DON'T CRY, THE—205—D—Sal Mineo, James Whitmore, J. Carrol Naish—Mineo should draw teenagers—89m.—7-24-27—4357.

ZARAK (126)—MD—Victor Mature, Michael Wilding, Anita Ekberg—Colorful action packed adventure should have wide appeal—99m.—12-26-56—4266—TC—CS—(B).

ZOMBIES OF MORA TAU (135)—MD—Gregg Palmer, Allison Hayes, Autumn Russell—Mild horror entry for the duallers—70m.—3-6-57—4297—(B).

### TO BE REVIEWED

ADMIRABLE CRICHTON, THE—Kenneth More, Diane Cilento—English.

BITTER VICTORY—Richard Burton, Kurd Jurgens—CS.

BRIDGE ON THE RIVER KWAI, THE—William Holden, Alec Guinness—TC—CS.

BROTHERS RICO, THE—Richard Conte, Dianne Foster, James Darren.

COWBOY—Glenn Ford, Jack Lemmon, Anna Kashfi—Color.

DECISION AT SUNDOWN—Randolph Scott, Valerie French—TC.

DOMINO KID—Rory Calhoun, Kristine Miller.

ESCAPE FROM SAN QUENTIN—Johnny Desmond, Merry Anders, Peggy Maley.

GODDESS, The—Kim Stanley, Lloyd Bridges, Steve Hill.

GOLDEN VIRGIN, THE—Joan Crawford, Rosanno Brazzi—English.

HARD MAN, THE—Guy Madison, Valerie French.

HIGH FLIGHT—Ray Milland, Sean Kelley, Anthony Newley—TC—CS—English.

HOW TO MURDER A RICH UNCLE—Nigel Patrick, Charles Coburn, Wendy Hiller—English.

LONG HAUL, THE—Victor Mature, Diana Dors—English.

NIGHT OF THE DEMON—Dana Andrews, Peggy Cummins—English.

OPERATION MAD BALL—Jack Lemmon, Kathryn Grant, Mickey Rooney.

PAL JOEY—Rita Hayworth, Frank Sinatra, Kim Novak—TC—CS.

PARSON AND THE OUTLAW, THE—Anthony Dexter, Marie Windsor, Buddy Rogers (TC).

RETURN TO WARBOW—Phil Carey, William Leslie, Catherine McLeod—Color.

SHE PLAYED WITH FIRE—Jack Hawkins, Arlene Dahl, Dennis Price—English.

THIS BITTER EARTH—Silvano Mangano, Richard Conte, Anthony Perkins—TE.

TIJUANA STORY, THE—Rodolfo Acosta, James Darren, Jean Willes.

TRIAL OF CAPTAIN BARRETT, THE—Edmond O'Brien, Mona Freeman.

3:10 TO YUMA—Glenn Ford, Van Heflin, Leora Dana.

## Continental

LOVE LOTTERY, THE—C—David Niven, Peggy Cummins, Anne Vernon—Lightweight English farce—89m.—2-20-57—4293—TC—English.

SECRETS OF THE REEF—DOC—Photographed, directed and edited by Lloyd Ritter, Robert Young and Murray Lerner—Intriguing entry of life under water—72m.—10-31-56—4245—EC.

SHIP THAT DIED OF SHAME, THE—D—Richard Attenborough, George Baker, Virginia McKenna—Interesting entry—91m.—9-5-56—4220—English.

SNOW WAS BLACK, THE—D—Daniel Gelin, Marie Mansart, Valentina Tessier—Well-made off-beat entry for art spots—105m.—11-28-56—French—Titles—(C).

## DCA

(Distributors Corporation Of America)

BABY AND THE BATTLESHIP, THE—C—John Mills, Richard Attenborough, Martyn Garrett—Fairly amusing British farce—96m.—4-3-57—4306—EC—English.

BATTLE HELL—MD—Richard Todd, William Hartnell, Akim Tamiroff—Excellent recreation of British naval exploit—110m.—5-15-57—4325—English.

BERMUDA AFFAIR—D—Kim Hunter, Gary Merrill, Ron Randell—Program material—88m.—6-26-57—4342—English.

COLDITZ STORY, THE—MD—John Mills, Eric Portman, Frederick Valk—Interesting English prisoners of war story—97m.—5-1-57—4318—English.

GOLD OF NAPLES—COMP—Toto, Sophia Loren, Vittorio DeSica, Silvana Mangano—Entertaining import for art sports—107m.—3-20-57—4301—(B)—Italian—Titles.

GREEN MAN, THE—C—Alastair Sim, George Cole, Jill Adams—Fair screwball comedy—80m.—6-26-57—4342—English.

HALF HUMAN—MD—John Carradine—Horror entry for exploitation program—70m.—5-29-57—4333—Japanese; English narration and dialogue.

JOHN AND JULIE—C—Colin Gibson, Lesley Dudley—Light weight but charming adventures of children off to see Coronation—82m.—6-26-57—4342—EC—English.

MONSTER FROM GREEN HELL—MD—Jim Davis, Barbara Turner—Horror item for lower half—71m.—5-29-57—4334.

1,000 YEARS FROM NOW—MD—Robert Clarke, Margaret Field—Reissue of "Captive Women" should be exploitable—65m.—4-3-57—4307.

PRIVATE'S PROGRESS—C—Richard Attenborough, Dennis Price—Highly amusing import—96m.—9-5-56—4214—English.

ROCK, ROCK, ROCK—MU—Tuesday Weld, Alan Freed, Frankie Lyman—Picture with the beat, okay dualler—83m.—12-26-56—4266.

SCANDAL IN SORRENTO—C—Vittorio De Sica, Sophia Loren—Cute entry from abroad—92m.—4350—TC—CS—Italian; dubbed in English—(B).

WOMAN OF ROME—D—Gina Lollobrigida, Daniel Gelin, Franco Fabrizi—For the art spots or sexploitation houses—93m.—1-23-57—4277—(C)—Italian—Dubbed in English.

### TO BE REVIEWED

EVERY SECOND COUNTS—Barbara Laage—(Subtitled).

HELL IN KOREA—Stanley Baker, George Baker—English.

LOSER TAKES ALL—Rosanno Brazzi, Glynis Johns—EC—CS—English—(B).

MILLER'S BEAUTIFUL WIFE, THE—Vittorio De Sica, Sophia Loren—TC—Titles.

UNNATURAL—Hildegarde Neff, Eric Von Stroheim.

WIDOW, THE—Patricia Roc, Akim Tamiroff—English.

## MGM

**BARRETTS OF WIMPOLE STREET, THE** (718)—MD—Jennifer Jones, John Gielgud, Bill Travers—Fine film version of classic—105m.—1-23-57—4277—MC—CS—English.

**BOOM TOWN** (704)—MD—Clark Gable, Spencer Tracy, Claudette Colbert—Reissue has the names and excitement—120m.—10-31-56—4242—RE.

**BOYS' TOWN** (716)—MD—Spencer Tracy, Mickey Rooney, Henry Hull—Reissue of topnotch family meller—96m.—1-23-57—4278—RE.

**BRIDE GOES WILD, THE** (732)—C—Van Johnson, June Allyson—Reissue of topnotch comedy —98m.—5-29-57—4334—RE.

**DECISION AGAINST TIME** (739)—D—Jack Hawkins, Elizabeth Sellars—Tense, well-made English drama—87m.—4350—English.

**DESIGNING WOMAN** (724)—C—Gregory Peck, Lauren Bacall, Dolores Gray—Impressive comedy has angles—117m.—3-20-57—4301—MC—CS—(B).

**EDGE OF THE CITY** (714)—D—John Cassavetes, Sidney Poitier, Kathleen Maguire—Off-beat drama has merit and many angles—85m.—1-9-57—4273.

**GASLIGHT** (725)—MD—Charles Boyer, Ingrid Bergman, Joseph Cotten—Names will make the difference in this reissue—113m.—4-3-57—4307—RE.

**GREAT AMERICAN PASTIME, THE** (710)—CD—Tom Ewell, Anne Francis, Ann Miller—Fairly amusing entry—89m.—11-28-56—4257.

**GREEN DOLPHIN STREET** (715)—D—Lana Turner, Van Heflin, Donna Reed—Reissue has names to help—141m.—1-23-57—4278—RE.

**GUN GLORY** (740)—W—Stewart Granger, Rhonda Fleming—Interesting western for the program—89m.—4350—MC—CS.

**HAPPY ROAD, THE**—C—Gene Kelly, Barbara Laage, Bobby Clark, Brigitte Fossey—Fine family fare—100m.—2-6-57—4285.

**HOT SUMMER NIGHT** (719)—MD—Leslie Nielsen, Colleen Miller, Edward Andrews—Interesting program entry—86m.—2-6-57—4285.

**HOUSE OF NUMBERS**—D—Jack Palance, Barbara Lang, Harold J. Stone—Good program material—92m.—4350—CS—(B).

**IRON PETTICOAT, THE** (712)—C—Bob Hope, Katharine Hepburn, Noelle Middleton—Fairly amusing Hope entry—87m.—1-9-57—4274—TC—VV—(B).

**JULIE** (709)—MD—Doris Day, Louis Jourdan, Barry Sullivan—Good, suspense-filled entry —97m.—10-17-56—4237.

**LITTLE HUT, THE** (730)—C—Ava Gardner, Stewart Granger, David Niven—Sophisticated comedy has cast draw—90m.—5-15-57—4326—EC.

**LIVING IDOL, THE** (736)—D—Steve Forrest, Lilliane Montevecchi, James Robertson Justice—Colorful drama has angles—101m.—5-15-57—4326—EC—CS.

**LIZZIE** (722)—D—Eleanor Parker, Richard Boone, Joan Blondell—Psychological entry of a girl and her problems proves interesting—81m.—3-6-57—4298—(B).

**LUST FOR LIFE** (701)—D—Kirk Douglas, Anthony Quinn, Pamela Brown—Well-made entry for art, specialty and some class spots—122m.—9-19-56—4226—MC—CS.

**MAN ON FIRE** (735)—D—Bing Crosby, Inger Stevens, Mary Fickett—High rating drama—95m.—6-12-57—4338—(B).

**MARIE ANTOINETTE** (708)—D—Norma Shearer, Tyrone Power, John Barrymore—Reissue should have value as museum piece—149m.—11-14-56—4250—RE.

**MUTINY ON THE BOUNTY** (711)—MD—Charles Laughton, Clark Gable, Franchot Tone—Reissue should do okay as museum piece—133m.—12-12-56—4261—RE.

**OPPOSITE SEX, THE** (705)—C—June Allyson, Joan Collins, Leslie Nielsen—Loaded with entertainment values—117m.—9-19-56—4226—MC—CS—(B).

**OUR VINES HAVE TENDER GRAPES** (733)—D—Edward G. Robinson—105m.—5-29-57—4334—RE.

**POSTMAN ALWAYS RINGS TWICE, THE** (726)—MD—Lana Turner, John Garfield, Cecil Kellaway—Names will send reissue into high grasses—113m—4-3-57—4307—RE.

**POWER AND THE PRIZE, THE** (703)—D—Robert Taylor, Elisabeth Mueller, Burl Ives—Interesting drama introduces new female star—98m.—9-19-56—4226—CS.

**SEVENTH SIN, THE** (731)—D—Eleanor Parker, Bill Travers, George Sanders—Romantic drama offers much for femmes—94m.—5-29-57—4334—CS.

**SILK STOCKINGS** (737)—MU—Fred Astaire, Cyd Charisse, Janis Paige—High rating musical comedy—117m.—5-29-57—4334—MC—CS—(B).

**SLANDER** (717)—D—Van Johnson, Ann Blyth, Steve Cochran—Topical drama has powerful indictment of scandal magazines—81m.—12-26-56—4266.

**SOMETHING OF VALUE** (738)—MD—Rock Hudson, Dana Wynter, Sidney Poitier—Highly interesting adventure tale of modern Africa and its peoples—113m.—5-1-57—4318.

**TALE OF TWO CITIES, A** (707)—D—Ronald Colman, Elizabeth Allan, Reginald Owen—Reissue should have value as museum piece—128m.—11-14-56—4250—RE.

**TARZAN AND THE LOST SAFARI** (728)—MD—Gordon Scott, Robert Beatty, Yolande Donlan—New Tarzan entry will please fans—80m.—4-3-57—4307—TC—English.

**TEA AND SYMPATHY** (702)—D—Deborah Kerr, John Kerr, Leif Erickson—High rating drama —122m.—10-3-56—4231—MC—CS—(B).

**TEAHOUSE OF THE AUGUST MOON, THE** (713)—C—Marlon Brando, Glenn Ford, Machiko Kye—Highly amusing entry—123m.—10-31-56—4242—MC—CS.

**TEN THOUSAND BEDROOMS** (723)—C—Dean Martin, Anna Maria Alberghetti, Eva Bartok —Amusing entry has angles—114m.—2-20-57—4290—MC—CS.

**THIS COULD BE THE NIGHT** (729)—C—Jean Simmons, Paul Douglas, Anthony Franciosa—Delightful entertainment—103m.—4 17-57—4313—CS—(B).

**TIP ON A DEAD JOCKEY**—738—MD—Robert Taylor, Dorothy Malone, Gia Scala—Interesting meller has good name values—109m.—7-24-57—4357—CS.

**VINTAGE, THE** (727)—D—Pier Angeli, Mel Ferrer, John Kerr—High rating drama features excellent performances—90m.—3-20-57—4302—MC—CS.

**WINGS OF EAGLES, THE** (720)—D—John Wayne, Dan Dailey, Maureen O'Hara—High rating entry of men and the U. S. Navy—110m.—2-6-57—4285—MC.

### TO BE REVIEWED

**ACTION OF THE TIGER**—Van Johnson, Martine Carol—EC—CS.

**BROTHERS KARAMAZOV, THE**—Yul Brynner, Maria Schell, Lee J. Cobb—MC.

**DON'T GO NEAR THE WATER**—Glenn Ford, Gia Scala, Anne Francis—MC—CS.

**HIRED GUN, THE**—Rory Calhoun, Anne Francis, Vince Edwards.

**I ACCUSE**—Jose Ferrer, Viveca Lindfors, Anton Walbrook—English.

**INVISIBLE BOY, THE**—Richard Eyer, Philip Abbott, Diane Brewster.

**JAILHOUSE ROCK**—Elvis Presley, Judy Tyler.

**LES GIRLS**—Gene Kelly, Mitzi Gaynor—Color—CS.

**MERRY ANDREW**—Danny Kaye, Pier Angeli—MC—CS.

**RAINTREE COUNTY**—Montgomery Clift, Elizabeth Taylor—Color—CS.

**SADDLE THE WIND**—Robert Taylor, John Cassavetes, Julie London.

**SEVEN HILLS OF ROME**—Mario Lanza, Marisa Allasio—Italian-made.

**UNTIL THEY SAIL**—Jean Simmons, Jean Fontaine, Paul Newman.

## Paramount

**BEAU JAMES** (5612)—D—Bob Hope, Vera Miles, Paul Douglas, Alexis Smith—Latest Bob Hope entertains—105m.—6-12-57—4338—TC—VV—(B).

**BUSTER KEATON STORY, THE** (5609)—C—Donald O'Connor, Ann Blyth, Rhonda Fleming—Entertaining biographic film should have nostalgic appeal—91m.—4-17-57—4313—VV.

**DELICATE DELINGUENT, THE** (5613)—C—Jerry Lewis, Darren McGavin, Martha Hyer—Interesting Jerry Lewis entry—101m.—4350—VV.

**FEAR STRIKES OUT** (5607)—D—Anthony Perkins, Karl Malden, Norma Moore—Interesting drama—100m.—2-6-57—4286—VV.

**FOR WHOM THE BELL TOLLS** (5614)—D—Gary Cooper, Ingrid Bergman, Akim Tamiroff—Reissue of one of the industry's great films—130m.—5-15-57—4326—TC—RE.

**FUNNY FACE** (5608)—MU—Audrey Hepburn, Fred Astaire, Kay Thompson—Highly entertaining musical—103m.—2-20-47—4291—TC-VV.

**GUNFIGHT AT THE OK CORRAL** (5610)—MD—Burt Lancaster, Kirk Douglas, Rhonda Fleming—Super western rates high—122m.—5-15-57—4326—TC—VV.

**HOLLYWOOD OR BUST** (5605)—C—Dean Martin, Jerry Lewis, Anita Eckberg—Average Martin and Lewis—95m.—12-12-56—4262—TC—VV—(B).

**LONELY MAN, THE** (5611)—D—Jack Palance, Anthony Perkins, Elaine Aiken—Outdoor action yarn is good program entry—87m.—5-15-57—4326—VV.

**LOVING YOU** (5616)—D—Elvis Presley, Lisabeth Scott, Wendell Corey—Elvis Presley rides high on the hawg—101m.—4350—TC—VV—(B).

**LUCY GALLANT** (5504)—MD—Jane Wyman, Charlton Heston, Claire Trevor, Thelma Ritter —Interesting and well-made entry—104m.—10-19-56—4046—TC—VV.

**MOUNTAIN, THE** (5603)—D—Spencer Tracy, Robert Wagner, Claire Trevor—High rating suspense drama—105m.—10-3-56—4231—TC—VV.

**OMAR KHYYAM**—5615—D—Cornel Wilde, Debra Paget, Michael Rennie—Colorful drama of days of old—101m.—8-7-57—4361—TC-VV.

**PARDNERS** (5523)—C—Dean Martin, Jerry Lewis, Lori Nelson—Amusing spoof of western yarns has names, laughs, and music to sell—88m.—8-22-56—4205—TC—VV.

**RAINMAKER, THE** (5606)—D—Burt Lancaster, Katherine Hepburn, Wendell Corey—High rating entry—121m.—1-9-57—4274—TC—VV—(B).

**SEARCH FOR BRIDEY MURPHY** (5602)—D—Teresa Wright, Louis Hayward, Nancy Gates—Exploitation item for the program—84m.—10-17-56—4237—VV—(B).

**TEN COMMANDMENTS, THE** (....... )—D—Charlton Heston, Anne Baxter, Yul Brynner—One of the top entertainments of all time—219m.—10-17-56—4237—TC—VV.

**THREE VIOLENT PEOPLE** (5604)—W—Charlton Heston, Anne Baxter, Gilbert Roland—Okay western—100m.—12-26-56—4267—TC—VV.

**VAGABOND KING, THE** (5601)—MU—Kathryn Grayson, Oreste, Rita Moreno—Average film musical will need plenty of help—88m.—9-5-56—4215—TC—VV.

**WAR AND PEACE** (5625)—D—Audrey Hepburn, Henry Fonda, Mel Ferrer, Vittorio Gassman—Filmization of outstanding literary work rates high—190m.—9-5-56—4215—TC—VV.

### TO BE REVIEWED

**DESIRE UNDER THE ELMS**—Sophia Loren, Anthony Perkins, Burl Ives.

**DEVIL'S HAIRPIN**—Cornel Wilde, Jean Wallace, Mary Astor—TC—VV.

**HEAR ME GOOD**—Hal March, Joe E. Ross, Merry Anders.

**HOT SPELL**—Shirley Booth, Anthony Quinn—VV.

**JOKER IS WILD, THE**—Frank Sinatra, Mitzi Gaynor, Jeanne Crain—VV.

**SAD SACK**—Jerry Lewis, David Wayne, Phyllis Kirk—TC—VV.

**SHORTCUT TO HELL**—Robert Ivers, Georgann Johnson, William Bishop—(B).

**SPANISH AFFAIR**—Carmen Sevilla, Richard Kiley—Color—VV.

**TEACHER'S PET**—Clark Gable, Doris Day, Gig Young—VV.

**TIN STAR, THE**—Henry Fonda, Anthony Perkins, Betsy Palmer—VV.

**WOMAN OBSESSED, A**—Anna Magnani, Anthony Quinn, Anthony Franciosa—VV.

**ZERO HOUR**—Dana Andrews, Linda Darnell, Sterling Hayden.

## Rank

**OUT OF THE CLOUDS**—D—Anthony Steel, Robert Beatty, Margo Lorenz—Okay for program—80m.—4351—EC—English.

**REACH FOR THE SKY**—D—Kenneth More, Muriel Pavlow—Initial release of new company is interesting tale of English air hero—123m.—5-1-57—4318—English.

**THIRD KEY, THE**—D—Jack Hawkins, John Stratton, Dorothy Alison—Well-made mystery yarn—83m.—4351—English.

**TRIPLE DECEPTION**—MD—Michael Craig, Julia Arnall, Barbara Bates—High rating English meller—85m.—6-26-57—4342—TV-VV—English.

**VALUE FOR MONEY**—C—John Gregson, Diana Dors, Susan Stephen—Amusing entry for art and specialty spots—93m.—8-7-57—4361—TC-VV—English—(B).

### TO BE REVIEWED

(All English-made)

**ALLIGATOR NAMED DAISY, AN**—Donald Sinden, Diana Dors, Jean Carson—TC—VV.

**AS LONG AS THEY'RE HAPPY**—Jack Buchanan—EC.

**BLACK TENT, THE**—Anthony Steel—TC—VV.

**CHECKPOINT**—Anthony Steel—EC—(B).

**GENTLE TOUCH, THE**—George Baker, Belinda Lee—TC.

**JACQUELINE**—John Gregson.

**PURSUIT OF THE GRAF SPEE**—John Gregson—TC—VV.

**SPANISH GARDENER**—Dirk Bogarde—TC—VV.

**TOWN LIKE ALICE, A**—Virginia McKenna, Peter Finch.

## Republic

**ABOVE US THE WAVES** (5601)—MD—John Mills, John Gregson, Donald Sinden—Exciting English meller—92m.—1-9-57—4274—English.

**ACCUSED OF MURDER** (5603)—MD—David Brian, Vera Ralston, Sidney Blackmer—Adequate programmer—74m.—2-6-57—4286—TR—NA.

**AFFAIR IN RENO** (5607)—C—John Lund, Doris Singleton, John Archer—Average programmer—75m.—4-17-57—4314—NA—(B).

**BEGINNING OF THE END** (5660)—MD—Peggie Castle, Peter Graves—Science fiction entry should please horror fans—73m.—4351—(AB-PT).

**CIRCUS GIRL** (5606)—MD—Kristina Soderbaum—Lower half filler—88m.—9-5-56—4216—Color—Made Abroad.

**DAKOTA INCIDENT** (5510)—MD—Linda Darnell, Dale Robertson, John Lund—Good programmer—88m.—8-6-56—4197—TR.

**DANIEL BOONE, TRAIL BLAZER** (5513)—W—Bruce Bennett, Lon Chaney, Faron Young—Mediocre western for lower half—76m.—10-31-56—4243—TR.

**DUEL AT APACHE WELLS** (5606)—W—Anna Maria Alberghetti, Ben Cooper, Jim Davis—Lower half western—70m.—4-3-57—4307—NA.

**HELLS CROSSROADS** (5608)—W—Stephen McNally, Peggie Castle, Robert Vaughn—Better than average western—73m.—4-3-57—4307—NA—(B).

**JOURNEY TO FREEDOM**—MD—Jacques Scott, Jean Ann Lewis—Filler for lower half—60m.—4351.

LISBON (5512)—MD—Ray Milland, Maureen O'Hara, Claude Rains—Entertaining meller—90m.—8-8-56—4198—TR—NA—(B).

MAN IN THE ROAD, THE (5610)—MD—Derek Farr, Ella Raines, Donald Wolfit—For the lower half—83m.—5-15-57—4327—English.

MAN IS ARMED, THE (5538)—MD—Dane Clark, William Talman, May Wynn—Okay dualler—70m.—3-20-57—4302.

PAWNEE—W—George Montgomery, Lola Albright—For lower half—80m.—8-7-57—4361—TR.

SCANDAL, INC. (5514)—MD—Robert Hutton, Patricia Wright, Paul Richards—Topical program meller can be exploited—79m.—11-28-56—4258.

SPOILERS OF THE FOREST (5609)—MD—Rod Cameron, Vera Ralston, Ray Collins—For the lower half—69m.—5-29-57—4334—TR—NA.

STRANGE ADVENTURE, A (5537)—MD—Joan Evans, Ben Cooper, Marla English—For the lower half—70m.—10-31-56—4243—(B).

TEARS FOR SIMON (5604)—MD—David Farrar, Julia Arnall, David Knight—Good suspenseful import—91m.—2-20-57—4291—EC—English.

THUNDER OVER ARIZONA (5511)—W—Skip Homeier, Kristine Miller—Okay supporting feature—75m.—9-5-56—4216—TR—NA.

UNEARTHLY, THE (5661)—MD—John Carradine, Allison Hayes—Mediocre horror entry 73m.—4351—(AB-PT).

WEAPON, THE (5611)—MD—Steve Cochran, Lizabeth Scott, Herbert Marshall—Fast paced meller should please—80m.—6-26-57—4342—English.

WOMAN'S DEVOTION, A (5602)—D—Ralph Meeker, Janice Rule, Paul Henried—For the program—88m.—12-12-56—4262—TR.

### TO BE REVIEWED

CONGRESS DANCES, THE—Rudolf Prack, Johanna Matz—TC—CS—German.

CROOKED CIRCLE, THE—John Smith, Fay Spain, Steve Brodie.

IN OLD VIENNA—Heinz Roettinger, Robert Killick—TC—German.

LAST STAGECOACH WEST—Jim Davis, Mary Castle, Victor Jory—NA.

LAWLESS EIGHTIES, THE—Buster Crabbe, Marilyn Saris—NA.

HELL CANYON OUTLAWS—Dale Robertson, Rossana Rory, Brian Keith.

HELD ON SUSPICION—Phyllis Kirk, Dan O'Herlihy.

OPERATION CONSPIRACY—Philip Friend, Mary Mackenzie.

PANAMA SAL—Elena Verdugo, Edward Kemmer.

RAIDERS OF CALIFORNIA—Jim Davis, Faron Young.

STREET OF DARKNESS—Robert Keys, John Close.

TAMING SUTTON'S GAL—John Lupton, Gloria Talbott—NA.

TIME IS MY ENEMY—Dennis Price, Renee Asherson, Susan Shaw.

WAYWARD GIRL, THE—Marcia Henderson, Peter Walker—NA.

WEST OF SUEZ—John Bentley, Vera Fosek.

YOUNG MOTHER—Mary Webster, William Campbell, Martha Scott—(AB-PT).

## Trans-Lux

LA STRADA—D—Anthony Quinn, Richard Basehart, Guillette Masina—One of the better Italian imports—115m.—8-22-56—4206—Italian—Titles, also dubbed in English—(B).

### TO BE REVIEWED

BED OF GRASS—Anna Brazzou—Greek.

DANGER FLIGHT 931—Dany Robin, Dieter Barsche, Simone Renant—(Darvey).

FOUR BAGS FULL—Jean Gabin, Bourvil—French.

## 20th Century-Fox

ABDUCTORS, THE (726)—MD—Victor McLaglen, Gaveh Muir, Fay Spain—For the lower half—80m.—4352—RS.

AFFAIR TO REMEMBER, AN—727—D—Cary Grant, Deborah Kerr, Richard Denning—Highly entertaining entry should do very well—115m.—7-24-57—4357—DC—CS.

APACHE WARRIOR—731—W—Keith Larsen, Jim Davis, Eugenia Paul—Okay programmer—74m.—8-7-57—4362—RS.

ANASTASIA (627)—D—Ingrid Bergman, Yul Brynner, Helen Hayes—Brilliantly enacted, beautifully mounted filmization of stage play—105m.—12-26-56—4267—DC—CS.

BACK FROM THE DEAD—734—MD—Peggie Castle, Arthur Franz, Marsha Hunt—Psychological horror entry for lower half—79m.—8-7-57—4362—RS.

BADLANDS OF MONTANA (716)—W—Rex Reason, Beverly Garland—Actionful, adult western—75m.—5-15-57—4327—RS—(B).

BERNARDINE (723)—C—Pat Boone, Terry Moore, Janet Gaynor—Good entry for the younger set—95m.—4352—DC—CS.

BEST THINGS IN LIFE ARE FREE, THE (625)—MU—Gordon MacRae, Dan Dailey, Sheree North—Highly entertaining musical—104m.—10-3-56—4234—DC—CS.

BETWEEN HEAVEN AND HELL (621)—MD—Robert Wagner, Terry Moore, Broderick Crawford—Interesting war drama—94m.—10-17-56—4238—DC—CS.

BIGGER THAN LIFE (620)—D—James Mason, Barbara Rush—Exploitable drama—95m.—8-8-56—4198—DC—CS.

BLACK WHIP, THE (628)—W—Hugh Marlowe, Coleen Gray—Adult, off-beat western—77m.—12-26-56—4267—RS—(B).

BOY ON A DOLPHIN (714)—D—Alan Ladd, Clifton Webb, Sophia Loren—Well-made, interesting adventure yarn—111m.—4-17-57—4314—DC—CS—(B).

BREAK IN THE CIRCLE (711)—MD—Forrest Tucker, Eva Bartok—Okay for lower half—69m.—5-15-57—4327—England.

BUS STOP (618)—C—Marilyne Monroe, Don Murray, Arthur O'Connell—Highly entertaining comedy headed for top grosses—95m.—8-22-56—4206—DC—CS—(B).

CHINA GATE (715)—MD—Gene Barry, Angie Dickinson, Nat "King" Cole—Suspenseful adventure yarn for the program—97m.—5-15-57—4327—CS.

CRASH DIVE (665)—MD—Tyrone Power, Anne Baxter, Dana Andrews—Sock service show reissue—105m.—8-8-56—4198—RE.

DESK SET (719)—C—Spencer Tracy, Katharine Hepburn—Highly amusing comedy—103m.—5-15-57—4328—DC—CS.

DESPERADOS ARE IN TOWN, THE (626)—W—Robert Arthur, Kathy Nolan—Okay western—73m.—11-28-56—4258—RS.

GIRL CAN'T HELP IT, THE (629)—MUC—Tom Ewell, Jayne Mansifield, Edmond O'Brien—Highly entertaining entry—99m.—1-9-57—4274—DC—CS—(B).

GOD IS MY PARTNER—D—724—D—Walter Brennan, Marion Ross, John Hoyt—Good family entertainment for smaller situations—80m.—7-24-57—4358—RS.

HALLS OF MONTEZUMA (664)—D—Richard Widmark, Jack Palance, Reginald Gardner—Better war film reissue—112m.—8-8-56—4198—RE.

HATFUL OF RAIN, A (925)—D—Eva Marie Saint, Don Murray, Anthony Franciosa—Powerful drama features top performances—109m.—6-26-57—4342—CS.

HEAVEN KNOWS, MR. ALLISON (710)—D—Deborah Kerr, Robert Mitchum—Warm drama of a Nun and a Marine should have wide appeal—105m.—3-20-57—4302—DC—CS.

ISLAND IN THE SUN (721)—D—James Mason, Joan Fontaine, Harry Belafonte—Off-beat drama has lots to offer—119m.—6-26-57—4343—DC—CS—(B).

KRONOS (712)—MD—Jeff Morrow, Barbara Lawrence—Intresting tale of thing from space—78m.—5-1-57—4318—RS.

LAST WAGON, THE (619)—Richard Widmark, Felicia Farr—High rating adventure drama—99m.—9-5-56—4216—DC—CS.

LOVE ME TENDER (624)—MD—Richard Egan, Debra Paget, Elvis Presley—Presley name should make this a boxoffice winner—89m —11-28-56—4258—CS—(B).

LURE OF THE SWAMP (722)—MD—Marshall Thompson, Willard Parker, Joan Vohs—Lower half filler—74m.—6-12-57—4338—RS.

OASIS (632)—MD—Michele Morgan, Pierre Brasseur, Cornell Borchers—Mediocre programmer—84m.—1-23-57—4278—EC—CS—Morocco—(B).

OH, MEN! OH, WOMEN! (706)—C—Dan Dailey, Ginger Rogers, David Niven—Film version of play has name values but is only mildly amusing—90m.—2-20-57—4291—DC—CS.

OKLAHOMA! (630)—MU—Gordon MacRae, Shirley Jones, Gene Nelson—High rating entertainment—140m.—11-14-56—4251—TC—CS—Magna.

QUEEN OF BABYLON, THE (616)—MD—Rhonda Fleming, Ricarda Montalban—Import for exploitation and specialty spots—98m.—8-8-56—4198—TC—Italy—(B).

QUIET GUN, THE (702)—W—Forrest Tucker, Mara Corday—For the lower half—77m.—2-20-57—4291—RS.

REBECCA (666)—D—Laurence Olivier. Joan Fontaine, George Sanders—Hitchcock version of mystery best-seller should do okay as reissue—129m.—9-5-56—4216—Selznick—RE.

RESTLESS BREED, THE (718)—W—Scott Brady, Anne Bancroft—For the duallers—81m.—5-15-57—4328.

RIVER'S EDGE, THE (708)—D—Ray Milland, Debra Paget, Anthony Quinn—Good cast struggles through mediocre story—86m.—4-3-57—4308—DC—CS—(B).

SEA WIFE—737—D—Richard Burton, Joan Collins, Basil Sydney—Off-beat film has angles—82m.—8-7-57—4362—CS-Color.

SHE DEVIL (713)—MD—Mari Blanchard, Jack Kelly, Albert Dekker—Okay lower half entry—77m.—5-1-57—4319—RS—(B).

SMILEY (703)—D—Sir Ralph Richardson, John McCallum—Import for the program—97m.—2-20-57—4292—TC—CS—Australia.

STAGECOACH TO FURY (623)—W—Forrest Tucker, Mari Blanchard, Wallace Ford—Good western for the duallers—76m.—10-17-56—4238—RS.

STORM RIDER, THE (709)—W—Scott Brady, Mala Powers, Bill Williams—Satisfactory western for lower half—70m.—3-20-57—4302—RS.

TEENAGE REBEL (622)—D—Ginger Rogers, Michael Rennie—Interesting mother-daughter story should have family appeal—94m.—11-14-56—4251—CS—(B).

THIRD MAN, THE (667)—MD—Joseph Cotten, Valli, Orson Welles—Reissue is excellent film of its type—104m.—10-31-56—4243—RE.

THREE BRAVE MEN (701)—D—Ray Milland, Ernest Borgnine, Nina Foch—Topical, thought-provoking drama has documentary flavor—88m.—1-23-57—4278—CS.

TRUE STORY OF JESSE JAMES, THE (704)—MD—Robert Wagner, Jeffrey Hunter, Hope Lange—Satisfactory programmer—92m.—2-20-57—4292—DC-CS-(B).

TWO GROOMS FOR A BRIDE (705)—C—John Carroll, Virginia Bruce—Lower half filler—73m.—4352—English—(B).

UNKNOWN TERROR, THE—733—MD—John Howard, Mala Powers, Poul Richards— Mediocre horror item—77m.—8-7-57—4362—RS.

WAY TO THE GOLD, THE (717)—MD—Jeffrey Hunter, Sheree North, Barry Sullivan—Mild melodrama for the program—94m.—5-15-57—4328—CS.

WAYWARD BUS, THE (720)—D—Joan Collins, Jayne Mansfield, Dan Dailey—Good name values will boost episodic drama—89m.—6-12-57—4338—CS.

WILL SUCCESS SPOIL ROCK HUNTER?—732—C—Jayne Mansfield, Tony Rondoll, Betsy Droke—Wacky comedy has limited appeal—94m.—8-7-57—4362—CS-Color.

WOMEN OF PITCAIRN ISLAND, THE (631)—MD—James Craig, Lynn Bari, Arleen Whelan—Exploitable programmer—72m.—12-26-56—4267—RS.

### TO BE REVIEWED

AMBUSH AT CIMARRON PASS—Brian Donlevy, Eilene Janssen, Jay C. Flippen.

APRIL LOVE—Pat Boone, Shirley Jones, Arthur O'Connell—DC—CS.

BEAUTIFUL BUT DANGEROUS—Gina Lolobrigida, Vittorio Gassman, Robert Alda—Italian—(B).

COPPER SKY, THE—Coleen Gray, Jeff Morrow.

DARK VALOR—Rex Reason, Henry Morgan, Steve Brodie—RS.

DERRSLAYER, THE—Rex Barker, Forest Tucker, Cathy O'Donnell—Color—CS.

ENEMY BELOW, THE—Robert Mitchum, Kurd Jurgens, Frank Albertson—DC—CS.

FAREWELL TO ARMS—Jennifer Jones, Rock Hudson, Vittorio DeSica—DC—CS.

FORTY GUNS—Barbara Stanwyck, Gene Barry, Barry Sullivan—CS.

HELL ON DEVIL'S ISLAND—Helmut Dantine, William Talman, Jean Willis.

KISS THEM FOR ME—Cary Grant, Jayne Mansfield, Suzy Parker—DC—CS.

MOTHER WAS A STRIPPER—Virginia Field, Les Brown and Band, Douglas Kennedy.

NO DOWN PAYMENT—Jeffrey Hunter, Sheree North, Tony Randall—CS.

OTHER ONE, THE—Arthur Franz, Peggie Castle, Marsha Hunt—RS.

PEYTON PLACE—Lana Turner, Lloyd Nolan, Hope Lange—DC—CS.

RIDE A VIOLENT MILE—John Agar, Penny Edwards—RS.

STOPOVER TOKYO—Robert Wagner, Joan Collins, Edmond O'Brien—DC—CS.

SUN ALSO RISES, THE—Ava Gardner, Tyrone Power, Errol Flynn, Mel Ferrer—DC—CS.

THREE FACES OF EVE—David Wayne, Joanne Woodward—CS.

WOMAN WITH A WHIP—Barbara Stanwyck, Barry Sullivan, Dean Jagger—(CinemaScope).

YOUNG AND DANGEROUS—Lili Gentle, Mark Damon, Ann Doran.

YOUNG LIONS, THE—Marlon Brando, Montgomery Clift, Joanne Woodward—CS.

## United Artists

AROUND THE WORLD IN 80 DAYS—C—David Niven, Cantinflas, Robert Newton, Shirley MacLaine—Fabulous entertainment—173m.—10-31-56—4253—EC—Todd—AO.

ATTACK—D—Jack Palance, Eddie Albert, William Smithers—Powerful war film should stimulate favorable word of mouth—107m.—9-5-56—4217—Aldrich.

BACHELOR PARTY, THE—D—Don Murray, Patricia Smith, Jack Warden—Highly interesting entry—93m.—3-20-57—4303—Hecht-Lancaster—(B).

BAILOUT AT 43,000—MD—John Payne, Karen Steele, Paul Kelly—Okay programmer—78m.—5-1-57—4319—Pine-Thomas.

BANDIDO—MD—Robert Mitchum, Ursula Thiess, Gilbert Roland—Large scale action film of Mexican revolution—92m.—8-22-56—4206—DC—CS—Jacks—(B).

BAYOU—D—Peter Graves, Lita Milan—Filler for lower half—88m.—6-26-57—4343—(Ripps) (B).

BEAST OF HOLLOW MOUNTAIN, THE—MD—Guy Madison, Patricia Medina—Outdoor offering lends itself to exploitation—79m.—8-22-56—4206—DC—CS—Nassour.

BIG BOODLE, THE—MD—Errol Flynn, Rosanna Rory—Programmer has intrigue, action, and adventure—83m.—2-6-57—4286—Blumberg—(B).

BIG CAPER, THE—MD—Rory Calhoun, Mary Costa—Good programmer—84m.—4-17-57—4314—Pine-Thomas—(B).

BOP GIRL GOES CALYPSO—MU—Judy Tyler, Bobby Troup, Margo Woode—Programmer for the younger set—79m.—7-24-57—4358—Bel-Air (B).

BOSS, THE—MD—John Payne, Gloria McGhee—Interesting program entry—89m.—9-5-56—4217—Seltzer.

BRASS LEGEND, THE—W—Hugh O'Brien, Nancy Gates—For the lower half—79m.—12-12-56—4262—Goldstein.

BUCKSKIN LADY, THE—W—Patricia Medina, Richard Denning, Gerald Mohr—Adult western—66m.—4352—Bishop-Hittleman—(B).

CRIME OF PASSION—MD—Barbara Stanwyck, Sterling Hayden—Fine acting lifts crime meller above average program fare—84m.—1-23-57—4278—Goldstein—(B).

DANCE WITH ME HENRY—C—Lou Costello, Bud Abbott—Mediocre Abbott and Costello entry for the duallers—79m.—12-26-56—4270—Goldstein.

DELINQUENTS, THE—MD—Tom Laughlin, Peter Miller—Ineffective treatment of juvenile delinqeuncy theme strives for sensation—71m.—3-6-57—4298—Imperial—(B).

DRANGO—D—Jeff Chandler, John Lupton, Joanne Dru—Absorbing post-Civil War drama—92m.—1-23-57—4279—Earlmar.

FIVE STEPS TO DANGER—MD—Ruth Roman, Sterling Hayden—Interesting meller for the program—80m.—1-23-57—4279—Kesler.

FLIGHT TO HONG KONG—MD—Rory Calhoun, Barbara Rush—Far the lower half—10-3-56—4234—Sabre—(B).

FOUR BOYS AND A GUN—MD—Frank Sutton, Tarry Green—Lower half filler—73m.—1-9-57—4275—Security.

FURY AT SUNDOWN—W—John Derek, Carolyn Craig—For the lower half—75m.—4-3-57—4308—Goldstein.

FUZZY PINK NIGHTGOWN, THE—C—Jane Russell, Keenan Wynn, Ralph Meeker—Too much talk, too few laughs—87m.—8-7-57—4363—Russ-Field.

GUN BROTHERS—MD—Buster Crabbe, Ann Robinson, Neville Brand—Western meller for the lower half—79m.—9-5-56—4217—Grant.

GUN DUEL IN DURANGO—W—George Montgomery, Ann Robinson, Bobby Clark—Okay western—73m.—5-1-57—4319—Peerless.

GUN THE MAN DOWN—W—Jomes Arness, Angie Dickinson—Far the lower half—78m.—11-28-56—4258—Morris-McLaglen.

HALLIDAY BRAND, THE—D—Joseph Cotten, Viveca Lindfors, Betsy Blair—Names, interesting story lifts western above average program fare—77m.—2-6-57—4286—Young.

HIDDEN FEAR—MD—John Payne, Natalie Norwick, Alexander Knox—Lower half entry—83m.—4352—St. Aubrey-Kohn.

HIT AND RUN—MD—Cleo Moore, Hugo Haas—Sordid adult drama is exploitable program fare—84m.—3-20-57—4303—Haas.

HOT CARS—MD—John Bromfield, Joi Lansing—Lower half filler—60m.—8-22-56—4206—Bel-Air—(B).

HUK!—MD—George Mantgomery, Mona Freeman—Okay actian film—84m.—7-8-56—4199—EC—(Young).

IRON SHERIFF, THE—W—Sterling Hayden, Constance Ford—Interesting western should da well as part of the program—73m.—4-3-57—4308—Grand.

KING AND FOUR QUEENS, THE—W—Clark Gable, Eleanor Parker—Western has names to draw but lacks action—86m.—12-26-56—4270—DC—CS—Russ-Field—Gabco—(B).

MAN FROM DEL RIO—W—Anthony Quinn, Katy Jurado—Well canceived western should please wide variety of patrons—82m.—10-17-56—4239—Jacks.

MEN IN WAR—MD—Robert Ryan, Aldo Ray—Well-made war film—104m.—2-6-57—4287—Security.

MONSTER THAT CHALLENGED THE WORLD, THE—MD—Tim Holt, Audrey Dalton—83m.——4335—(Gramercy).

MONKEY ON MY BACK—D—Cameron Mitchell, Dianne Foster—Pawerful Barney Ross bio-film is highly exploitable—93m.—5-29-57—4334—(Small)—(B).

MONTE CARLO STORY, THE—C—Marlene Dietrich, Vittorio DeSica—Colorful comedy, but slaw in spats—99m.—6-26-57—4343—TC—TE—(Titanus)—European made.

OUTLAW'S SON—W—Dane Clark, Ben Cooper, Lori Nelson—Fair western—89m.—4352—Bel-Air.

PEACEMAKER, THE—W—James Mitchell, Rosemarie Bowe—Religious western for duallers, small towns—81m.—11-14-56—4251—Makelim.

PHARAOH'S CURSE—MD—Mark Dana, Ziva Radann—Lower half entry—66m.—2-20-57—4292—Bel-Air.

PRIDE AND THE PASSION, THE—MD—Cary Grant, Sophia Loren, Frank Sinatra—High rating entertainment—131m.—4353—TC—VV—Kramer—(B).

REVOLT AT FORT LARAMIE—D—John Dehner, Gregg Palmer—Good programmer holds interest despite lack of name values—73m.—3-20-57—4303—DC—Bel-Air.

RIDE BACK, THE—W—Anthony Quinn, William Conrad, Lita Milan—Well-made and different western should please discriminating filmgoers—79m.—5-1-57—4319—Aldrich.

RUN FOR THE SUN—MD—Richord Widmark, Trevor Howard, Jane Greer—Program meller—98m.—8-8-56—4199—TC—SS—Russ-Field.

RUNNING TARGET—MD—Doris Dowling, Arthur Franz—For the lower half—83m.—11-28-56 4259—DC—Canyon.

SAINT JOAN—D—Richard Widmark, Richard Todd, Jean Seberg—Excellent production of Shaw drama needs selling—110m.—5-15-57—4328—Preminger.

SHARKFIGHTERS, THE—D—Victor Mature, Karen Steele—Okay pragrammer holds interest—73m.—10-31-56—4244—TC—CS—Goldwyn, Jr.

SPRING REUNION—D—Dana Andrews, Betty Hutton, Jean Hagen—Maderate programmer has good name values—79m.—4-3-57—4308—Bryna.

SWEET SMELL OF SUCCESS—D—Burt Lancaster, Tony Curtis, Susan Harrison—Unpleasant drama has good name values—96m.—4343—(Hecht-Hill-Lancaster)—(B).

TOMAHAWK TRAIL—OD—Chuck Connors, Susan Cummings—Lower half filler—60m.—12-26-56—4270—Bel-Air.

TROOPER HOOK—W—Joel McCrea, Barbara Stanwyck—Good outdoor action yarn for the program—81m.—6-26-57—4343—(Fielding).

12 ANGRY MEN—D—Henry Fonda, Lee J. Cobb, Ed Begley—High rating drama—95m.—3-6-57—4298—Orian-Nova.

VALERIE—MD—Sterling Hayden, Anita Ekberg, Anthony Steel—Okay programmer—84m.—7-24-57—4358—Makelim (B).

VAMPIRE, THE—MD—John Beal, Calleen Gray—Horror entry for lower half—74m.—6-26-57—4344—(Gramercy).

VOODOO ISLAND—MD—Boris Karloff, Beverly Tyler—Lower half horror entry—76m.—2-20-57—4292—Bel-Air.

WAR DRUMS—W—Lex Barker, Joan Taylor, Ben Johnson—Okay programmer—75m.—4-3-57—4308—DC—Bel-Air.

WILD PARTY, THE—D—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry for art specialty and explaitation hauses—81m.—12-12-56—4263—Security—(B).

### TO BE REVIEWED

AMBASSADOR SATCHMO—Louis Armstrong—Murrow-Friendly).

BABY FACE NELSON—Mickey Rooney, Carolyn Jones, Sir Cedric Harwick—(Zimbalist).

BIG COUNTRY, THE—Gregory Peck, Jean Simmons, Carrol Baker—(TC-TE)—(Worldwide).

CALYPSO ISLAND—Marie Windsor, Vince Edwards—(Made in B.W.I.)—(Security).

CARELESS YEARS, THE—Natalie Trundy, Dean Stockwell, Catherine McLeod—(Bryna).

CHICAGO CONFIDENTIAL—Brian Keith, Beverly Garland, Dick Faran—(Peerless).

DALTON GIRLS—Penny Edwards, Merry Anders (Bel-Air).

ENEMY FROM SPACE—Brian Donlevy, Sidney James, John Longden—(Hinds).

FORT BOWIE—Ben Johnson, Jan Horrison, Kent Taylor—(Bel-Air).

GIRL IN THE BLACK STOCKINGS, THE—Lex Barker, Anne Bancraft, Mamie Van Doren—(Bel-Air)—Leg.: B.

GOD'S LITTLE ACRE—Robert Ryan, Aldo Ray, Tina Louise—(Harmon).

GUN FEVER—Mark Stevens, Jana Davi—(Jockson-Weston).

GUNSIGHT RIDGE—Joel McCrea, Mark Stevens, Joan Weldon—(Libra).

HELL BOUND—John Russell, June Blair—(Bel-Air).

JUNGLE HEAT—Lex Barker, Mari Blanchord—(Mode in Hawaii)—(Bel-Air).

KILLER ON THE WALL—Richard Boone, Theodore Bikel, Peggy Maurer—(Maxim).

LADY OF VENGEANCE—Dennis O'Keefe—(Balaban)—(English-made)—Leg.: B.

LEGEND OF THE LOST—John Wayne, Sophia Loren—(Technirama)—(Bat-Jac).

MAN ON THE PROWL—Mala Powers, James Best—(Jana-Lesser).

MY GUN IS QUICK—Robert Bray, Whitney Blake, Pamela Duncan—(Parklane)—(B).

PARIS HOLIDAY—Bob Hope, Fernandel, Anita Eckberg—(Technirama)—(Eastman Color)—(Made in France)—(Tolda).

PATHS OF GLORY—Kirk Douglas, Ralph Meeker, Adolphe Menjau—(Bryna).

PISTOLERO—Jack Palance—(Philip Waxman).

QUIET AMERICAN, THE—Audie Murphy, Michael Redgrave, Georgia Moll—(Figaro)—(Made in Viet-Nam).

RIDE OUT FOR REVENGE—Rory Calhoun, Gloria Grahame, Lloyd Bridges—(Bryna).

SAVAGE PRINCESS—(Indian-made)—(Print by Technicolor)—(Mehboob).

STREET OF SINNERS—George Montgomery, Geraldine Brooks—(Security)—Leg.: B.

TIGER BY THE TAIL—Larry Parks, Constance Smith—(Canyon).

TIME LIMIT—Richard Widmark, Richard Basehart, Dolores Michaels—(Heath).

VIKINGS, THE—Kirk Douglas, Tony Curtis, Ernest Borgnine, Janet Leigh—TC—VV—(Bryna).

WINK OF AN EYE—Jonathan Kidd, Doris Dowling, Barbara Turner—(Ivar).

WITNESS FOR THE PROSECUTION—Tyrone Power, Marlene Dietrich, Charles Laughton—(Small).

## Universal-International

BACK FROM ETERNITY (703)—MD—Robert Ryan, Anita Ekberg, Rod Steiger—Satisfactory dramatic entry will benefit from name draw—97m.—9-19-56—4227—RKO.

BATTLE HYMN (5712)—D—Rock Hudson, Dan Duryea, Martha Hyer—Well-made entry should have wide appeal—108m.—12-26-56—4270—TC—CS.

BEYOND A REASONABLE DOUBT (702)—MD—Dana Andrews, Joan Fontaine, Sidney Blackmer—Fairly interesting program meller—80m.—9-19-56—4227—RKO.

BRAVE ONE, THE (706)—D—Michel Ray—Highly attractive entry of a boy and his unusual pet—100m.—10-3-56—4231—TC—CS—RKO.

BUNDLE OF JOY (710)—C—Eddie Fisher, Debbie Reynolds, Adolphe Menjou—Pleasant entertainment for all—98m.—12-12-56—4262—TC—RKO.

CURUCU, BEAST OF THE AMAZON (5703)—MD—John Bromfield, Beverly Garland, Tom Payne—Explaitation pragrammer—76m.—11-14-56—4251—EC—(B).

DEADLY MANTIS, THE (5719)—MD—Craig Stevens, William Happer, Alix Talton—Fair lawer half offering—78m.—4-3-57—4309.

DEATH OF A SCOUNDREL (707)—D—Gearge Sanders, Yvanne DeCarla, Victor Jory—Interesting drama has names and exploitable story values—119m.—11-14-56—4250—RKO.

DOCTOR AT LARGE—C—Dirk Bogarde, Muriel Pavlow, Danald Sinden—Highly humorous import—98m.—6-26-57—4344—EC—VV—English.

EVERYTHING BUT THE TRUTH (5704)—C—Maureen O'Hara, John Forsythe, Tim Hovey—Pleasant family divertisement—83m.—11-14-56—4251—EC.

FIRST TRAVELING SALESLADY, THE (701)—C—Ginger Rogers, Barry Nelson, Carol Channing—Moderate, light-hearted affering has name values—92m.—9-5-56—4206—TC—RKO.

FOUR GIRLS IN TOWN (5706)—C—George Nader, Julie Adams, Marianne Cook—Interesting programmer—85m.—12-12-56—4263—CS—TC—(B).

GIRL IN THE KREMLIN, THE (5718)—MD—Lex Barker, Zsa Zsa Gabor, Jeffrey Stone—Exploitation programmer has angles—81m.—5-1-57—4319—(B).

GREAT MAN, THE (5708)—D—Jose Ferrer, Dean Jagger, Julie London—Highly interesting drama—92m.—11-28-56—4259.

GUN FOR A COWARD (5711)—W—Fred MacMurray, Jeffrey Hunter, Janice Rule—Satisfactory western should please autdaor fans—88m.—12-26-56—4271—EC—CS.

INCREDIBLE SHRINKING MAN, THE (5715)—MD—Grant Williams, Randy Stuart, April Kent—Highly impressive science fiction entry—81m.—2-6-57—4287.

INTERLUDE (5728)—D—June Allyson, Rossano Brazzi—Powerful romance should appeal to femme trade—89m.—6-26-57—4344—TC—CS.

ISTANBUL (5709)—MD—Errol Flynn, Cornell Borchers, John Bentley—Okay programmer has Flynn name ta help—84m.—1-23-57—4279—TC—CS.

JOE BUTTERFLY (5723)—C—Audie Murphy, George Nader, Keenan Wynn, Kieke Shima—Highly amusing entry of G.I. accupation of Japan—90m.—5-1-57—4320—TC—CS.

JOE DAKOTA (5730)—W—Jock Mahoney, Luana Patten, Charles McGraw—Good off-beat western far the program—79m.—6-26-57—4344—EC.

KELLY AND ME (5714)—D—Van Johnson, Piper Laurie, Martha Hyer—Okay program entry—86m.—1-23-57—4279—TC—CS.

KETTLES ON OLD MAC DONALD'S FARM, THE (5721)—C—Marjorie Main, Parker Fennelly, Gloria Talbott—The Kettles are back for them that wants 'em—82m.—4353.

KILLERS, THE (5781)—MD—Burt Lancaster, Ava Gardner, Edmond O'Brien—Reissue has the angles—101m.—9-19-56—4227—RE.

LAND UNKNOWN, THE (5727)—MD—Jock Mahoney, Shawn Smith—Good science fiction entry—78m.—4353—CS.

MAN AFRAID (5720)—MD—George Nader, Phyllis Thaxter, Tim Hovey—Good programmer—84m.—4-17-57—4314—CS.

MAN OF A THOUSAND FACES—5733—D—James Cagney, Dorothy Malone, Jane Greer—Well-made and highly interesting—122m.—7-24-57—4358—CS.

MAN IN THE VAULT (709)—MD—William Campbell, Karen Sharpe, Anita Ekberg—For the duallers—73m.—12-26-56—4267—RKO.

MIDNIGHT STORY, THE (5726)—MD—Tony Curtis, Marisa Pavan, Gilbert Roland—Interesting, well made melodrama—89m.—6-26-57—4344.

MISTER CORY (5713)—D—Tony Curtis, Martha Hyer, Charles Bickford—Well-made, attractive drama—92m.—1-23-57—4280—EC—CS—(B).

MOLE PEOPLE, THE (5702)—MD—John Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—11-14-56—4252.

NIGHT PASSAGE (5725)—MD—James Stewart, Audie Murphy, Dianne Foster—Entertaining autdoar action entry—90m.—6-26-57—4344—TC—Technirama.

NIGHT RUNNER, THE (5710)—MD—Ray Danton, Colleen Miller, Merry Anders—Psychological drama for lower half—79m.—1-23-57—4280.

PILLARS OF THE SKY (5630)—MD—Jeff Chandler, Dorothy Malone, Ward Bond—Cavalry versus Indians has angles and possibilities—95m.—8-8-56—4199—TC—CS.

PUBLIC PIGEON No. 1 (708)—C—Red Skelton, Vivian Blaine, Janet Blair—Amusing Red Skeltan entry—79m.—5-1-57—4320—TC—RKO.

ROCK, PRETTY BABY (5707)—MU—Sal Mineo, John Saxon, Luana Patten—Juveniles should be real "gone" on this one—89m.—11-28-56—4259—(B).

**RUN OF THE ARROW** (5729)—D—Rod Steiger, Sarita Montiel, Brian Keith—Good offbeat Indian and Cavalry yarn—6-12-57—4338—TC—RKO.

**SHOWDOWN AT ABILENE** (5631)—W—Jock Mahoney, Martha Hyer, Lyle Bettger—Good western—80m.—8-22 56—4206—TC—(B).

**SLEEPING CITY, THE** (5782)—MD—Richard Conte, Colleen Gray, Richard Taber—Reissue is good meller—84m.—9-19-56—4227—RE.

**TAMMY AND THE BACHELOR** (5724)—C—Debbie Reynolds, Leslie Nielsen, Walter Brennan—89m.—5-29-57—4335—TC—CS.

**TARANTULA** (5605)—MD—John Agar, Mara Corday, Leo G. Carroll—Good horror exploitation item—80m.—11-16-56—4063.

**TATTERED DRESS, THE** (5716)—D—Jeff Chandler, Jeanne Crain, Jack Carson—Highly interesting entry—93m.—3-6-57—4298—CS.

**TENSION AT TABLE ROCK** (7041)—MD—Richard Egan, Dorothy Malone, Cameron Mitchell—Tense outdoor drama should have wide appeal—93m.—10-3-56—4231—TC—RKO.

**THAT NIGHT**—5731—D—John Beal, Augusta Dobney, Shepperd Strudwick—Heart attack made interesting—88m.—8-7-57—4363—RKO.

**UNGUARDED MOMENT, THE** (5701)—D—Esther Williams, George Nader, Edward Andrews—Interesting suspense drama—95m.—9-5-56—4217—TC.

**WRITTEN ON THE WIND** (5705)—D—Rock Hudson, Lauren Bacall, Robert Stack—Entry for adults has lots of selling angles—99m.—10-3-56—4234—TC.

**YOUNG STRANGER, THE** (711)—D—James MacArthur, Kim Hunter, James Daly—Interesting, well-made entry—84m.—2-20-57—4292—RKO.

### TO BE REVIEWED

**ALL MINE TO GIVE**—Comeron Mitchell, Glynis Johns—EC—RKO.
**AMAZONS, THE**—Don Taylor, Giana Sigale, Eduardo Ciannelli—Color.
**BADGE OF EVIL**—Charlton Heston, Orson Welles, Janet Leigh.
**BIG BEAT, THE**—William Reynolds, Andra Martin, Jeffrey Stone—Color.
**DAMN CITIZEN!**—Keith Andes, Margaret Hoyes, Gene Evans.
**FEMALE ANIMAL, THE**—Hedy Lamarr, Jane Powell, George Nader—CS.
**FLOOD TIDE, THE**—George Nader, Cornell Bouchers—CS.
**GIRL MOST LIKELY, THE**—Jane Powell, Kaye Ballard, Tommy Noonan—RKO.
**HER MAN GODFREY**—June Allyson, David Niven, Martha Hyer—TC—CS.
**I MARRIED A WOMAN**—George Gobel, Diana Dors, Jessie Royce Landis—RKO.
**JET PILOT**—John Wyne, Janet Leigh, J. C. Flippen—119m.—TC—RKO.
**LADY TAKES A FLYER**—Lana Turner, Jeff Chandler—Color—CS.
**MAGNIFICENT BRAT, THE**—Dan Duryea, Jan Sterling, Patty McCormack—Color—CS.
**MONOLITH MONSTERS, THE**—Grant Williams, Lola Albright.
**PAY THE DEVIL**—Jeff Chandler, Orson Welles, Colleen Miller—CS.
**POINT OF DECISION**—Fred MacMurray, John Weldon, John Ericson—CS.
**PYLON**—Rock Hudson, Robert Stack, Dorothy Malone—CS.
**QUANTEZ**—Fred MacMurray, Dorothy Malone—EC—CS.
**RAW WIND IN EDEN**—Esther Williams, Jeff Chandler, Rosanna Podesta—Color—CS.
**SLAUGHTER ON TENTH AVENUE**—Richard Egan, Jan Sterling, Dan Duryea—CS.
**SLIM CARTER**—Jack Mahoney, Julie Adams, Tim Hovey—Color.
**STAGE STRUCK**—Susan Strasberg, Henry Fonda, Joan Greenwood—Color—RKO.
**SUMMER LOVE**—John Saxon, Judy Meredith, Jill St. John.
**TAKE MY HAND**—Teresa Wright, Cameron Mitchell—Color—RKO.
**UNHOLY WIFE, THE**—Diana Dors, Rod Steiger, Tom Tryon—TC—RKO.
**VIOLATORS, THE**—Arthur O'Connell—RKO.
**WESTERN STORY, THE**—Jock Mahoney, Gilbert Roland, Linda Cristal—Color—CS.

## Warner Bros.

**AMAZON TRADER, THE** (4910)—COMP—John Sutton, Maria Fernanda—Interesting addition to the program—41m.—9-5-57—4220—WC.

**BABY DOLL** (607)—D—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama is best for sophisticated metropolitan spots—114m.—12-12-56—4263—(C).

**BAD SEED, THE** (603)—D—Nancy Kelly, Patty McCormack, Henry Jones—Superior off-beat drama for discriminating audiences—129m.—9-5-56—4199.

**BAND OF ANGELS**—621—MD—Clork Goble, Yvonne De Carlo, Sidney Poitier—Gable entry has all the angles—127m.—7-24-57—4358—WC—(B).

**BIG LAND, THE** (610)—W—Alan Ladd, Virginia Mayo, Edmond O'Brien—Ladd hits the trail again in colorful outdoor show—93m.—2-6-57—4287—WC.

**BRIGHT LEAF** (633)—D—Gary Cooper, Lauren Bacall, Jack Carson—Names will help reissue—110m.—5-15-57—4329.

**BURNING HILLS, THE** (601)—W—Tab Hunter, Natalie Wood, Skip Homeier—Good outdoor action meller—92m.—9-5-56—4200—WC—CS.

**CRY IN THE NIGHT, A** (602)—MD—Edmond O'Brien, Brian Donlevy, Natalie Wood—Average meller for the duallers—75m.—9-5-56—4220.

**COUNTERFEIT PLAN, THE** (612)—MD—Zachary Scott, Peggie Castle—Slow moving English meller for the lower half—79m.—4-3-57—4309—England.

**CURSE OF FRANKENSTEIN, THE** (620)—MD—Peter Cushing, Christopher Lee, Hazel Court—Gruesome horror item—83m.—6-26-57—4345—Color—English.

**D.I., THE** (617)—D—Jack Webb, Don Dubbins, Jackie Loughery—Forceful and timely story of U. S. Marine recruiting—106m.—6-12-57—4338.

**DEEP ADVENTURE** (4912)—NOV—Ross Allen, Dottie Lee Phillips—Colorful addition to any program—46m.—4353—WC—(B).

**EAST OF EDEN** (414)—D—James Dean, Julie Harris, Raymond Massey—Dean name will help this high rating drama—115m.—4-3-57—4309—WC—CS—RE.

**FACE IN THE CROWD, A** (616)—D—Andy Griffith, Patricia Neal, Anthony Franciosa—Impressive, compelling drama for adults—125m.—6-12-57—4339.

**GIANT** (606)—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—10-17-56—4239—WC.

**GIRL HE LEFT BEHIND, THE** (605)—C—Tab Hunter, Natalie Wood—Highly amusing entry—103m.—11-14-56—4252—(B).

**JAMES DEAN STORY, THE**—623—NOV—James Dean—Novelty for lower half depends on Dean addicts for draw—82m.—8-7-57—4363.

**JIM THORPE—ALL-AMERICAN** (631)—D—Burt Lancaster, Charles Bickford, Steve Cochran—Names should land reissue in the better money—107m.—5-15-57—4329.

**PARIS DOES STRANGE THINGS** (611)—C—Ingrid Bergman, Mel Ferrer, Jean Marais—Bergman name will barely carry this import—86m.—3-6-57—4299—TC—France—(B).

**PAJAMA GAME, THE**—624—MU—Doris Day, John Raitt, Carol Haney—Bright, highly entertaining musical—101m.—8-7-57—4363—WC—(B).

**PRINCE AND THE SHOWGIRL, THE** (618)—C—Marilyn Monroe, Laurence Olivier—117m.—5-29-57—4335—TC—(B).

**REBEL WITHOUT A CAUSE** (504)—D—Jomes Dean, Natalie Wood—Dean name should still keep this in the better money—111m.—4-3-57—4309—WC—CS.

**RISING OF THE MOON, THE**—D—Cyril Cusack, Noel Purcell, Jack MacGowaran—Charming film of Ireland and its people—81m.—4353—Filmed in Ireland.

**SHOOT-OUT AT MEDICINE BEND** (615)—W—Randolph Scott, James Craig, Angie Dickinson Okay Randalph Scott programmer—87m.—4-17-57—4315.

**SPIRIT OF ST. LOUIS, THE** (614)—D—James Stewart. Patricia Smith, Murray Hamilton—High rating dramatic entertainment—138m.—3-6-57—WC—CS.

**STRANGERS ON A TRAIN** (635)—MD—Farley Granger, Ruth Roman, Robert Walker—Reissue of top flight Hitchcock meller—101m.—5-15-57—4329.

**TOP SECRET AFFAIR** (609)—C—Susan Hawyard, Kirk Douglas, Paul Stewart—Highly amusing comedy—100m.—1-23-57—4280—(B).

**TOWARD THE UNKNOWN** (604)—D—William Holden, Lloyd Nolan, Virginia Leith—Well-made timely offering should register strongly at boxoffice—115m.—10-3-56—4234—WC.

**UNTAMED YOUTH** (613)—MD—Mamie Van Doren, Lori Nelson, John Russell—Highly exploitable rock 'n' roll meller should have youth appeal—80m.—4-3-57—4309—(B).

**WEST POINT STORY, THE** (634)—C—James Cagney, Virginia Mayo, Doris Day—Reissue should prove pleasing entertainment—107m.—5-15-57—4329.

**WINNING TEAM, THE** (632)—D—Doris Day, Ronald Reagan, Frank Lovejoy—Name values should help reissue of baseball show—98m.—5-15-57—4329.

**WRONG MAN, THE** (608)—D—Henry Fonda, Vera Miles—Highly interesting drama—105m.—1-9-57—4275.

**X, THE UNKNOWN** (619)—MD—Dean Jagger, Edward Chapman—Okay science fiction entry for lower half—80m.—6-26-57—4345—English.

**YOUNG MAN WITH A HORN** (636)—D—Kirk Douglas, Lauren Bacall, Doris Day—Reissue has plenty of angles—112m.—5-15-57—4329.

### TO BE REVIEWED

**BLACK PATCH**—George Montgomery, Diane Brewster.
**BLACK SCORPION**—Richard Denning, Mara Corday.
**BLONDE AND DANGEROUS**—Susan Oliver, Linda Reynolds, Carla Merey.
**CHASE A CROOKED SHADOW**—Richard Todd, Anne Baxter, Herbert Lom—English.
**DARBY'S RANGERS**—Etchika Choureau, James Garner, Jack Warden—WC.
**DEEP SIX, THE**—Alan Ladd, Dianne Foster, William Bendix.
**FIFTEEN BULLETS FROM FORT DOBB**—Clint Walker, Virginia Mayo.
**GREEN EYES**—Susan Oliver, Linda Reynolds, Carla Merey.
**HELEN MORGAN STORY, THE**—Ann Blyth, Paul Newman, Richard Carlson—CS.
**JAMBOREE**—Count Basie and Orchestra, Fats Domino.
**LEFT HANDED GUN, THE**—Paul Newman, Lita Milan.
**NO SLEEP TILL DAWN**—Karl Malden, Natalie Wood—WC—CS.
**NO TIME FOR SERGEANTS**—Andy Griffith, Myron McCormick, Nick Adams.
**OLD MAN AND THE SEA, THE**—Spencer Tracy—WC—CS.
**SAYONARA**—Marlon Brando, Red Buttons, Patricia Owens—TE.
**STORY OF MANKIND, THE**—Ronald Colman, Hedy LaMarr, Charles Coburn.
**WITH YOU IN MY ARMS**—Tab Hunter, Etchrika Choureau, J. Carroll Naish.

## English Films

(Distributors' addresses will be furnished on request)

**WEE GEORDIE**—C—Bill Travers, Alastair Sim, Norah Gorsen—Highly amusing entry—93m.—1-23-57—4280—Times.

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ANGELS OF DARKNESS**—D—Linda Darnell, Anthony Quinn, Valentina Cortesa—Exploitation item—84m.—1-23-57—4281—Italy—Dubbed in English—Exelsior.

**BULLFIGHT**—COMP—Exciting documentary for art and specialty spots—75m.—8-8-56—4200—Janus.

**DOCTORS, THE**—D—Raymond Pellegrin—Good entry for art spots—92m.—10-31-56—4244—France—Titles—Union-Kingsley Int.—(B).

**DON GIOVANNI**—MU—Filmed grand opera for art spots—153m.—2-20-57—4293—EC—Austria—Festival.

**FRENCH CAN CAN**—MU—Jean Gabin—Interesting import—93m.—10-31-56—4244—TC—France—Titles—UMPO.

**INSIDE A GIRLS' DORMITORY**—C—Jean Marais, Francoise Arnoul—Amusing French whodone-it—100m.—11-14-56—4252—France—Titles—Ellis.

**LA SORCIERE**—D—Marina Vlady—Okay art house entry—97m.—1-23-57—4281—France—Titles—Ellis.

**LOST CONTINENT, THE**—DOC—Directed and produced by Leonardo Bonzi—Interesting documentary—69m.—4-3-57—4310—Color—CS—Italy—Lapert.

**MARCELINO** — D — Pablito Calvo — Interesting, charming import—90m.—10-31-56—4245—Spain—Titles—UMPO.

**NANA**—D—Martine Carol, Charles Boyer—Lavish French drama is tasteless stuff—122m.—4355—EC—France—Titles—Times—(C).

**OBERSTEIGHER DER (THE FOREMAN)**—C—Cute entry for foreign language and art spots—98m.—12-26-56—4271—Austria—Titles—Casino.

**PANTALOONS**—C—Fernandel—Amusing import with Fernandel—93m.—2-20-57—4293—TC—France—Titles—UMPO—(B).

**PHANTOM HORSE, THE**—Well-made import—90m.—9-5-56—4220—EC—Japan—Titles—Harrison.

**PROUD AND THE BEAUTIFUL, THE**—D—Michele Morgan, Gerard Philipe—Off-beat import of the realistic school is strictly for art spots—93m.—8-8-56—4200—France—Titles—Kingsley Int.—(B).

**RIFIFI**—MD—Jean Servais—High rating import could go into some conventional spots as well as art houses—116m.—8-8-56—4200—France—Titles—UMPO—(B).

**ROYAL AFFAIRS IN VERSAILLES**—D—Sacha Guitry, Claudette Colbert—Lengthy tale of French nobility for art spots—152m.—5-1-57—4320—EC—France—Titles—Times—(B).

**STELLA**—D—Fair Greek offering for art and specialty spots—93m.—6-12-57—4339—(Greek-made; English titles)—(Burstyn).

**TEL AVIV TAXI**—C—Israeli cast—Fair comedy—70m.—2-20-57—4293—Israel—English dialogue—Principal.

**TEMPEST IN THE FLESH**—D—Francoise Arnoul, Raymond Pellegrin—Highly effective adult import for the art spots—92m.—2-20-57—4294—France—Titles—Pacemaker.

**TWO LOVES HAD I**—MU—Gabriele Ferzetti, Marta Toren, Nadia Gray—Good entry for art spots—98m.—12-26-56—4271—Italy—English dialogue—TC—Jacon.

**VITELLONI**—D—Franco Fabrizi, Leonora Ruffo—Interesting import—103m.—12-12-56—4263 Italy—Titles—API—(B).

**WHITE SHEIK, THE**—C—Alberto Sardi, Brunella Bovo—Highly amusing import—86m.—4-3-57—4310—Italy—Titles—Janus—(B).

## Miscellaneous

(Distributors' addresses will be furnished on request)

ALBERT SCHWEITZER—BIOD—Produced and directed by Jerome Hill—Attractive biographical drama for art sports—80m.—3-20-57—4303—EC—(deRochemont).

BAGDAD AFTER MIDNIGHT—BUR—For exploitation, burlesque spots—60m.—10-31-56—4245—(Sonney).

BIG FUN CARNIVAL, THE—NOV—Marlan Stafford, Jared Reed, the Bunin Puppets—Novelty should please youngsters at special showings—90m.—1-23-57—4281—(APA).

CURFEW BREAKERS—MD—Paul Kelly, Cathy Dawns, Regis Toamey—Mild, inept expose of drug traffic among high school teenagers—70m.—4-3-57—4310—(Screen Guild).

DANCE HALL RACKET—MD—Produced by George Weiss; directed by Phil Tucker—For the lower half of indiscriminating expolitations spots—62m.—10-3-46—4235—(Weiss).

DAUGHTER OF HORROR (Dementia)—MD—Adrienne Barret—Exploitation entry is only suited for particular situations—60m.—2-20-57—4294—(E.P.I.).

FLAMING TEEN-AGE, THE—MD—Noel Reyburn, Ethel Barrett—Amateurish "fast buck" attempt—55m.—5-15-57—4329—(Truman Ent.).

FLESH MERCHANT, THE—MD—Fast buck stuff for exploitation spots—59m.—9-19-56—4227—(Sonney).

FRONTIER WOMAN—W—Cindy Carson, Lance Fuuller, Ann Kelly—Indian thriller okay for duallers—80m.—1-9-57—4275—EC—Visterama—(Top).

IS YOUR HONEYMOON REALLY NECESSARY—C—Diana Dors—Pleasing bedroom farce—70m.—10-31-56—4244—English—(Brenner).

KENTUCKY RIFLE—W—Chill Wills, Lance Fuller, Cathy Downs—Average western has angles—82m.—8-8-56—4201—Pathe Color—(Howco).

LOVE ME MADLY—C—Marllyn Waltz, Lynn Craig—"Fast buck" compilation—60m.—12-26-56—4271—Part Color—(McCarthy).

NAKED EYE, THE—DOC—Written, directed and produced by Louis Clyde Stoumen—Entry on photography for the art and specialty spots—71m.—5-1-57—4320—Part Color—(Film Rep.).

NOAH'S ARK—D—Dolores Costello, George O'Brien, Noah Beery—Museum piece has exploitation possibilities—72m.—7-24-57—4359—(Associated Artists-Dominent)—RE.

OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—10-19-56—4051—EC—Todd-AO—(B)—(Magna).

OEDIPUS REX—D—Players of the Stratford, Ontario, Shakespearean Festival—Strictly for the specialty spots and situations catering to the school trade, drama troups, etc.—88m.—1-23-57—4281—EC—(MPD).

ON THE BOWERY—DOC—Produced by Lionel Rogosin—Off-beat and interesting documentary for specialty spots—65m.—4-17-57—4315—(Rogosin).

ROCK BABY, ROCK IT—MU—Johnny Carroll, Don Coats, Kay Wheeler—Mediocre "beat" film—67m.—5-15-57—4329—(Freebar Dis't).

ROCKIN' THE BLUES—MU—Mantan Moreland, Flaurney Miller, Hal Jackson—All Negro rock 'n' roll opus should click in some spots—66m.—4-3-57—4310—(Jewel).

SPELL OF THE HYPNOTIST—MD—Eric Fleming, Nancy Malone—Lower half programmer has exploitation angles—78m.—9-5-56—44221—(E.P.I.).

THEY WHO DARE—MD—Dirk Bogorde, Akim Tamiroff—Interesting war entry—101m.—1-25-57—4092—TC—(Famous).

THRILLARAMA—NOV—Albert Reynolds' wide screen novelty has technical problems, but can be played at many situations as a change of pace—90m.—3-6-57—4299—EC—(Thrillarama).

UNTAMED MISTRESS—NOV—Lower half exploitation subject—70m.—10-31-56—4245—Color—(Armond).

VIOLENT YEARS, THE—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—10-17-56—4239—(Phoenix).

WALK THE DARK STREET—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—10-31-56—4245—(Dominant).

WETBACKS—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—10-31-56—4246—Color—(Gibraltar).

WHITE SLAVERY—DOC—Photographed by Michael Steel—Has exploitation possibilities—56m.—7-24-57—4359—(Eden).

# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1955-56 shorts product will be found on pages 4321, and 4322 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR.—Ed.)

## Buena Vista

### TECHNICOLOR FEATURETTE

| | | | | |
|---|---|---|---|---|
| | (............) | Cow Dog | E | 22m. 4246 |
| | (............) | Wet Back Island | E | 18m. 4331 |

### PEOPLES AND PLACES

(CinemaScope; Technicolor)

| | | | | |
|---|---|---|---|---|
| | (............) | Disneyland | E | 42m. 4271 |

### WALT DISNEY CARTOONS

| | | | | |
|---|---|---|---|---|
| | (............) | A Cowboy Needs A Horse | E | 8m. 4247 |

### WALT DISNEY CLASSIC CARTOON REISSUES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 74101 | (Aug. 3) | The Hockey Champ | E | 7m. 4208 |
| 74102 | (Aug. 24) | Pluto At The Zoo | G | 8m. 4211 |
| 74103 | (Sept. 14) | Donald's Tire Trouble | E | 7m. 4247 |
| 74104 | (Oct. 5) | The Purloined Pup | G | 7m. 4247 |
| 74105 | (Oct. 26) | Bill Posters | G | 8m. 4252 |
| 74106 | (Nov. 16) | Pluto's Playmate | E | 8m. 4256 |
| 74107 | (Dec. 7) | Donald's Snow Fight | G | 7m. 4283 |
| 74108 | (Dec. 28) | Society Dog Show | E | 7m. 4283 |
| 74108 | (Jan. 18) | Donald's Gold Mine | G | 7m. 4283 |
| 74110 | (Feb. 8) | T-Bone For Two | G | 7m. 4283 |
| 74111 | (Mar. 1) | Bumbell Of The Yukon | G | 7m. 4294 |
| 74112 | (Mar. 22) | Bone Trouble | E | 9m. 4294 |
| 74113 | (............) | Window Cleaners | G | 8½m. 4295 |

## Columbia

### TWO REEL COMEDIES ALL-STAR

| | | | | |
|---|---|---|---|---|
| 1475 | (Nov. 22) | Pardon My Nightshirt (Clyde) | F | 16m. 4283 |

### ASSORTED FAVORITE REPRINTS (6)

| | | | | |
|---|---|---|---|---|
| 1421 | (Sept. 20) | Clunked In The Clink (Vague) | F | 16m. 4246 |
| 1422 | (Oct. 18) | When The Wife's Away (Hugh Herbert) | F | 17m. 4246 |
| 1423 | (Dec. 12) | She Took A Powder (Vague) | G | 16m. 4294 |
| 1424 | (Jan. 3) | Nervous Shakedown (Herbert) | F | 15½m. 4294 |
| 1425 | (Feb. 7) | A Miss In A Mess (Vague) | F | 15½m. 4303 |
| 1426 | (Apr. 4) | Hot Heir (Hugh Herbert) | F | 18m. 4335 |

### COMEDY FAVORITES RE-RELEASES

| | | | | |
|---|---|---|---|---|
| 1431 | (Oct. 11) | Scooper Dooper (Sterling Holloway) | F | 18m. 4246 |
| 1432 | (Nov. 15) | Jiggers My Wife (Shemp Howard) | F | 18m. 4294 |
| 1433 | (Dec. 20) | The Sheepish Wolf (VonZell) | F | 17½m. 4294 |
| 1434 | (Jen. 24) | Where The Pest Begins (Shemp Howard) | B | 17m. 4294 |
| 1435 | (Mar. 7) | Stege Frights (Collins and Kennedy) | F | 19m. 4335 |
| 1436 | (June 6) | Mr. Wright Goes Wrong (Sterling Holloway) | F | 19m. |

### CINEMASCOPE MUSICAL TRAVELARKS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1441 | (Feb. 14) | Wonders of New Orleans | G | 19m. 4275 |
| 1442 | (Apr. 18) | Wonders of Washington | E | 20m. 4310 |
| 1443 | (June 27) | Arrivederci Roma | | |

### SERIALS

| | | | | |
|---|---|---|---|---|
| 1120 | (Nov. ) | Hop Harrigan (Reissue) | G | 15ep. 4272 |
| 1140 | (Mar. ) | Congo Bill (Reissue) | G | 15ep. 4311 |
| 1160 | (June 13) | The Green Goddess (Reissue) | F | 15ep. 4347 |

### THE THREE STOOGES (8)

| | | | | |
|---|---|---|---|---|
| 1401 | (Sept. 6) | Hot Stuff | F | 16m. 4246 |
| 1402 | (Oct. 4) | Scheming Schemers | F | 16m. 4259 |
| 1403 | (Nov. 8) | Commotion On The Ocean | F | 16m. 4275 |
| 1404 | (Jan. 17) | Hoofs and Goofs | B | 15½m. 4281 |
| 1405 | (Feb. 28) | Muscle Up A Little Closer | F | 17m. 4294 |
| 1406 | (Mar. 28) | A Merry Mix-Up | F | 16m. 4310 |
| 1407 | (Apr. 18) | Space Ship Sappy | G | 16m. 4345 |
| 140B | (June 13) | Guns A Poppin' | | |

One Reel

### CANDID MICROPHONES

(Reissue)

| | | | | |
|---|---|---|---|---|
| 1551 | (Sept. 20) | Series 3, No. 3 | G | 10½m. 4256 |
| 1552 | (Dec. 6) | Series 3, No. 4 | F | 11m. 4295 |
| 1553 | (Jan. 3) | Series 3, No. 5 | G | 10m. 4295 |
| 1554 | (Mar. 7) | Series 3, No. 6 | F | 10m. 4339 |
| 1555 | (.......) | Series 4 No. 1 | F | 9m |
| 1556 | (.......) | Series 4 No. 2 | F | 11m. |

### CAVALCADE OF BROADWAY

(Reissue)

| | | | | |
|---|---|---|---|---|
| 1951 | (Sept. 6) | Cafe Society | G | 11m. 4256 |
| 1952 | (Nov. 8) | Blue Angel | G | 10½m. 4295 |
| 1953 | (Dec. 21) | Village Barn | G | 9m. 4295 |
| 1954 | (Feb. 21) | Leon And Eddie's | G | 11m. 4315 |
| 1955 | (Apr. 11) | The Versailles | G | 10m. 4335 |
| 1956 | (June 13) | The China Doll | | |

### COLOR FAVORITES CARTOONS

(Technicolor)
(Reissue)

| | | | | |
|---|---|---|---|---|
| 1601 | (Sept. 6) | Leave Us Chase It | F | 6½m. 4247 |
| 1602 | (Oct. 4) | Topsy Turkey | F | 6½m. 4247 |
| 1603 | (Nov. 1) | Silent Tweetment | F | 6½m. 4295 |
| 1604 | (Nov. 15) | Coo-Coo Bird Dog | F | 6m. 4294 |
| 1605 | (Dec. 13) | Concerto In B-Flat Minor | G | 7m. 4294 |
| 1606 | (Jan. 17) | Robin Hoodlum | G | 7m. 4295 |
| 1607 | (Feb. 7) | Fowl Brawl | F | 7m. 4303 |
| 1608 | (Feb. 21) | Magic Fluke | G | 7m. 4311 |
| 1609 | (Mar. 14) | Cat-Tastrophy | F | 6m. 4331 |
| 1610 | (Apr. 4) | Punchy DeLeon | G | 6½m. 4331 |
| 1611 | (Apr. 18) | Wacky Quacky | F | 6m. 4335 |
| 1612 | (June 6) | Grape Nutty | F | 6m. |
| 1613 | (June 20) | Swing Monkey Swing | G | 7½m. |
| 1614 | (July 4) | Two Lazy Crows | F | 7m. |
| 1615 | (July 18) | Indian Serenade | G | 8m. |

### CINEMASCOPE MAGOOS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1751 | (Sept. 13) | Trail Blazer Magoo | E | 6m. 4245 |
| 1752 | (Oct. 18) | Magoo's Problem Child | G | 6½m. 4245 |
| 1753 | (Dec. 27) | Meet Mother Magoo | E | 6m. 4283 |
| 1754 | (Feb. 21) | Magoo Goes Overboard | G | 6m. 4294 |
| 1755 | (Apr. 25) | Matador Magoo | E | 6m. 4339 |
| 1756 | (June 27) | Mr. Magoo Breaks Par | G | 6m. |
| 1757 | (July 25) | Magoo's Glorious Fourth | | |
| 1758 | (Aug. 15) | Magoo's Masquerade | | |

### SCREEN SNAPSHOTS

| | | | | |
|---|---|---|---|---|
| 1851 | (Dec. 15) | Hollywood Stars At A Party (Color) | F | 9½m. 4283 |
| 1852 | (Feb. 28) | Hollywood Star Night (Tech.) | G | 10m. 4315 |
| 1853 | (Mar. 28) | WAIF International Ball (Color) | G | 9m. 4347 |
| 1854 | (Apr. 25) | Walter Winchell Party (Color) | E | 9m. 4347 |
| 1855 | (May 30) | Meet The Photoplay Winners | F | 10m. |
| 1856 | (June 27) | The Mocambo Party | F | 10m. |

### WORLD OF SPORTS

| | | | | |
|---|---|---|---|---|
| 1801 | (Oct. 25) | Asphalt Playground | G | 10m. 4276 |
| 1802 | (Nov. 29) | Midget Musclemen | G | 9m. 4283 |
| 1803 | (Dec. 27) | Tee Topnotchers | F | 10m. 4295 |
| 1804 | (Jan. 31) | Sharpshootin' Sportsmen | F | 9m. 4295 |
| 1805 | (Feb. 28) | Flying Horses | F | 9m. 4315 |
| 1806 | (Apr. 25) | Winged Fury | E | 9m. 4339 |
| 1807 | (May 30) | Panama Playland | | |
| 1808 | (June 27) | Anglin' Around | G | 10m. |
| 1809 | (July 25) | Wrasslin' up a Storm | | |

## MGM

### THREE REEL CINEMASCOPE SPECIAL

(Eastman Color)

| | | | | |
|---|---|---|---|---|
| A-801 | (Oct. 5) | The Battle Of Gettysburg | E | 30m. 4252 |

One Reel

### CINEMASCOPE CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| C-831 | (Sept. 7) | Muscle Beach Tom | G | 7m. 4208 |
| C-832 | (Sept. 21) | Millionaire Droopy | E | 7m. 4208 |
| C-833 | (Oct. 12) | Downbeat Bear | G | 7m. 4208 |
| C-834 | (Nov. 16) | Blue Cat Blues | G | 7m. 4299 |
| C-835 | (Dec. 14) | Barbecue Brawl | G | 7m. 4311 |
| C-836 | (Jan. 25) | Cat's Meow | F | 7m.4311 |
| C-837 | (Feb. 22) | Tops With Pops | F | 7m. 4315 |
| C-838 | (Mar. 29) | Give And Tyke | G | 7m. 4315 |
| C-839 | (Apr. 19) | Timid Tabby | G | 7m. 4347 |
| C-840 | (May 17) | Grin And Share It | G | 7m. 4347 |
| C-841 | (June 17) | Feedin' The Kiddie | G | 8m. 4347 |
| C-842 | (July 26) | Scat Cats | G | 7m. 4347 |

### GOLD MEDAL REPRINT CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| W-861 | (Sept. 28) | Polka Dot Puss (T-J) | F | 8m. 4236 |
| W-862 | (Oct. 5) | The Bear And The Bean (B-B) | G | 7m. 4235 |
| W-863 | (Oct. 26) | Heavenly Puss (T-J) | F | 8m. 4235 |
| W-864 | (Nov. 9) | Bad Luck Blackie (T-A) | G | 7m. 4260 |
| W-865 | (Nov. 30) | Cueball Cat (T-J) | G | 7m. 4260 |
| W-866 | (Dec. 7) | Senor Droopy (D) | G | 8m. 4260 |
| W-867 | (Dec. 28) | Little Rural Riding Hood (T-A) | G | 6m. 4260 |
| W-868 | (Jan. 4) | The Cat And The Mermouse (T-J) | G | 7½m. 4311 |
| W-869 | (Jan. 18) | The Cuckoo Clock (T-A) | G | 7m. 4311 |
| W-870 | (Feb. 1) | Tennis Chumps (T-J) | E | 7m. 4311 |
| W-871 | (Feb. 15) | The Bear And The Hare (B-B) | F | 7m. 4311 |
| W-872 | (Mar. B) | Saturday Evening Puss (T-J) | G | 7m. 4311 |
| W-873 | (Mar. 22) | Garden Gophers (T-A) | F | 7m. 4311 |
| W-874 | (Apr. 5) | Little Quacker | G | 7m. 4359 |
| W-875 | (Apr. 26) | The Chump Champ | F | 7m. 4359 |
| W-876 | (May 3) | Safety Second | G | 7m. |
| W-877 | (May 24) | The Peachy Cobbler | G | 7m. |
| W-878 | (June 21) | The Framed Cat | G | 7m. |

## Paramount

### CARTOON CHAMPION REISSUES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| S16-1 | (Sept. 21) | Mice Meeting You | G | 7m. 4235 |
| S16-2 | (Sept. 21) | Sock-A-Bye Kitty | G | 7m. 4236 |
| S16-3 | (Sept. 21) | Casper's Spree Under The Sea | E | 8m. 4235 |
| S16-4 | (Sept. 21) | One Quack Mind | F | 7m. 4235 |
| S16-5 | (Sept. 21) | Mice Paradise | G | 7m. 4235 |
| S16-6 | (Sept. 21) | Once Upon A Rhyme | G | 8m. 4235 |
| S16-7 | (Sept. 28) | Hold The Lion Please | G | 7m. 4235 |
| S16-8 | (Sept. 28) | Land Of Lost Watches | G | 9m. 4235 |
| S16-9 | (Sept. 28) | To Boo Or Not To Boo | G | 7m. 4236 |
| S16-10 | (Sept. 28) | As The Crow Lies | F | 6m. 4235 |
| S16-11 | (Sept. 28) | Slip Us Some Redskin | G | 7m. 4236 |
| S16-12 | (Sept. 28) | Boo Scout | G | Bm. 4235 |

### CASPER CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| B16-1 | (Nov. 2) | Fright From Wrong | G | 6m. 4256 |
| B16-2 | (Jan. 4) | Spooking About Africa | F | 6m. 4295 |
| B16-3 | (Mar. 1) | Hooky Spooky | F | 6m. 4355 |
| B16-4 | (May 24) | Peekaboo | F | 6m. 4359 |
| B16-5 | (July 19) | Ghost of Honor | | |
| B16-6 | (Aug. 30) | Ice Scream | | |

### HERMAN AND CATNIP CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| H16-1 | (Dec. 7) | Hide And Peak | F | 6m. 4295 |
| H16-2 | (Feb. 22) | Cat In The Act | F | 6m. 4355 |
| H16-3 | (June 14) | Sky Scrappers | | |
| H16-4 | (Aug. 16) | From Mad To Worse | | |

### NOVELTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| P16-1 | (Oct. 19) | Sir Irving And Jeames | G | 7m. 4256 |
| P16-2 | (Dec. 21) | Lion In The Roar | F | 6m. 4295 |
| P16-3 | (Jan. 25) | Pest Pupil | F | 6m. 4295 |
| P16-4 | (Mar. 29) | Fishing Tackler | F | 6m. 4355 |
| P16-5 | (June 7) | Mr. Money Gags | G | 7m. 4355 |
| P16-6 | (July 5) | L'Amour The Merrier | | |

### POPEYE CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| E16-1 | (Oct. 12) | Parlez Vous Woo | G | 6m. 4256 |
| E16-2 | (Nov. 16) | I Don't Scare | F | 6m. 4295 |
| E16-3 | (Dec. 14) | A Haul In One | G | 6m. 4295 |
| E16-4 | (Feb. 8) | Nearlyweds | F | 7m. 4355 |
| E16-5 | (Apr. 5) | The Crystal Brawl | F | 6m. 4359 |
| E16-6 | (May 10) | Patriotic Popeye | F | 8m. |
| E16-7 | (June 21) | Spree Lunch | | |
| E16-8 | (Aug. 9) | Spooky Swabs | | |

### SPEAKING OF ANIMALS CHAMPIONS

(Reissue)

| | | | | |
|---|---|---|---|---|
| A15-1 | (Sept. 30) | Tain't So | F | 10m. 4044 |
| A15-2 | (Sept. 30) | Monkey Shines | G | 9m. 4044 |
| A15-3 | (Sept. 30) | Be Kind To Animals | E | 8m. 4043 |
| A15-4 | (Sept. 30) | From A To Zoo | E | 9m. 4043 |

### TOPPERS

| | | | | |
|---|---|---|---|---|
| M15-1 | (Oct. 7) | Three Kisses | E | 10m. 4084 |
| M15-2 | (Nov. 11) | Reunion In Paris | G | 10m. 4096 |
| M15-3 | (Jan. 27) | Animals A La Carte | F | 10m. 4105 |
| M15-4 | (Mar. 9) | There's Gold In Them Thrills | F | 10m. 4126 |
| M15-5 | (May 4) | Ups And Downs | G | 9m. 4179 |
| M15-6 | (Aug. 24) | Herman Hickman's Football Review | G | 10m. 4256 |

### VISTAVISION SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| V15-1 | (..........) | Bing Presents Oreste | E | 10m. 4126 |
| V15-2 | (June 29) | VistaVision Visits Panama | G | 10m. 4187 |
| V15-3 | (Aug. 3) | VistaVision Visits Gibraltar | G | 10m. 4240 |
| V15-4 | (Oct. 5) | VistaVision Visits Austria | E | 17m. 4252 |

## Republic

### SERIALS

| | | | | |
|---|---|---|---|---|
| 5682 | (Oct. 15) | Federal Operator 99 (Reissue) | G | 12ep. 4246 |
| 5683 | (Jan. 14) | Dangers Of The Canadian Mounted (Reissue) | G | 12ep. 4299 |
| | (..........) | The Purple Monster Strikes (Reissue) | G | 15ep. 4323 |

## 20th Century-Fox

### ONE REEL

### CINEMASCOPE

(Color)

| | | | | |
|---|---|---|---|---|
| 7701 | (Jan. ) | Port Of Sports | G | 9m. 4331 |
| 7702 | (Feb. ) | Divided By The Sea | E | 7m. 4331 |
| 7703 | (Mar. ) | Future Baseball Champs (Black and White) | G | 10m. 4331 |
| 7704 | (Apr. ) | Bluefin Fury | E | 8m. 4331 |
| 7705 | (May ) | Orient Express To Hong Kong | G | 9m. 4331 |
| 7706 | (June ) | Guardians Of The North | G | 8m. |
| 7707 | (July ) | Tempo Of Tomorrow | | |
| 7708 | (Aug. ) | Swamp Boat Sports | | |
| 7709 | (Sept. ) | Midway Medley | | |
| 7710 | (Oct. ) | Journey Thru Ceylon | | |

### TWO REEL

### CINEMASCOPE COLOR SPECIALS

| | | | | |
|---|---|---|---|---|
| 7608 | (Apr. ) | Land Of The Bible (DeLuxe Color) | E | 18m. 4114 |
| 7609 | (June ) | Dark Wave (Technicolor) | E | 23m. 4177 |

One Reel

### CINEMASCOPE TERRYTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5701 | (Jan. ) | John Doormat In Topsy TV | F | 7m. 4315 |
| 5702 | (Feb. ) | Spoofy In Gag Buster | F | 7m. 4355 |
| 5703 | (Mar. ) | Beefy In A Bum Steer | F | 7m. 4355 |
| 5704 | (Apr. ) | Sniffer In The Bone Ranger | | |
| 5705 | (May ) | Gaston Is Here | G | 6m. |
| 5706 | (June ) | Shove Thy Neighbor | | |
| 5707 | (July ) | Clint Clobber's Cat | | |
| 5708 | (Aug. ) | Flebus | G | 7m. 4331 |

### TERRYTOON TOPPERS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5731 | (Jan. ) | Heckle And Jeckle In Pirate's Gold | G | 7m. 4355 |
| 5732 | (Feb. ) | A Hare-Breadth Finish | G | 7m. 4339 |
| 5733 | (Mar. ) | African Jungle Hunt | F | 7m. 4347 |
| 5734 | (Apr. ) | Dimwit In Daddy's Little Darling | | |
| 5735 | (May ) | Love Is Blind | | |
| 5736 | (June ) | Beauty On The Beach | | |
| 5737 | (July ) | All This And Rabbit Stew | | |
| 5738 | (Aug. ) | Beaver Trouble | | |
| 5739 | (Sept. ) | Mighty Mouse In Goons From The Moon | | |
| 5740 | (Oct. ) | Nutsy In Squirrel Crazy | | |

### MOVIETONE MELODY

| | | | | |
|---|---|---|---|---|
| 7201 | (Nov. ) | Lawrence Welk and His Champagne Music (Reissue) | F | 9m. 4295 |

## Universal-International

### Two Reel

### SPECIAL

| | | | | |
|---|---|---|---|---|
| 3601 | (Mar. 4) | Song of The Grape (Color) | G | 20m. 4323 |
| 3602 | (July 8) | So Proudly We Hail (CS) | | |

### MUSICAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 3651 | (Nov. 25) | Riddles In Rhythm | G | 15m. 4283 |
| 3652 | (Dec. 17) | Skylarkin' Time | F | 15m. 4283 |
| 3653 | (Feb. 11) | Rhythms With Regis | F | 14m. 4315 |
| 3654 | (Feb. 25) | Golden Ladder | G | 15m. 4323 |
| 3655 | (Mar. 11) | Swingin' And Singin' | G | 15m. 4331 |
| 3656 | (April. 8) | Riot In Rhythm | G | 16m. |
| 3657 | (May 6) | Dance Demons | G | 15m. |
| 3658 | (June 3) | Record Hop | | |
| 3659 | (July 1) | Salute To Song | | |
| 3660 | (July 29) | Taps And Tunes | | |

### COLOR PARADES

| | | | | |
|---|---|---|---|---|
| 3671 | (Dec. 24) | Holiday In The Hills | G | 9m. 4283 |
| 3672 | (Jan. 21) | Valley of Two Faces (CS) | G | 10m. 4283 |
| 3673 | (Feb. 11) | Frozen Frontier | G | 9m. 4323 |
| 3674 | (Mar. 25) | Junior Jambaree | G | 9m. 4323 |
| 3675 | (May 20) | Crossroads Of The Ages | G | 9m. 4323 |
| 3676 | (July 1) | The Lion Dancers | | |
| 3677 | (Sept. 2) | Hurray All Boats | | |

### WALTER LANTZ CARTUNES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 3611 | (Dec. 17) | Woodpecker Meets Davy Crewcut | G | 6m. 4283 |
| 3612 | (Jan. 14) | Fawled Up Party | G | 6m. 4283 |
| 3613 | (Feb. 11) | Red Riding Hoodlum | G | 6m. 4283 |
| 3614 | (Mar. 11) | The Plumber Of Seville | F | 6m. 4283 |
| 3615 | (Apr. 8) | Box Car Bandit | G | 6m. 4283 |
| 3616 | (May 6) | Operation Cold Feet | G | 6m. 4283 |
| 3617 | (June 3) | Unbearable Salesman | | |
| 3618 | (July 1) | International Woodpecker | G | 6m. 4323 |
| 3619 | (July 29) | To Catch A Woodpecker | | |
| 3620 | (Aug. 26) | Goofy Gardner | | |
| 3621 | (Sept. 23) | Round Trip To Mars | | |

### VARIETY VIEWS

| | | | | |
|---|---|---|---|---|
| 3691 | (Feb. 4) | Milk Run | G | 9m. 4323 |
| 3692 | (Mar. 4) | Monkeys Are The Craziest | F | 9m. 4323 |
| 3693 | (Apr. 1) | Bear Cubs Go Rural | F | 9m. 4323 |
| 3694 | (May 6) | Braoklyn Goes To Detroit | F | 9m. 4323 |
| 3695 | (June 17) | Washington Zoo | E | 9m. |
| 3696 | (July 15) | What Is A Safari | | |
| 3697 | (Aug. 26) | Hot Reel | | |

## Warners

### SPECIAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 4911 | (..........) | Chasing The Sun | G | 36m. 4252 |

### Two Reel

### WARNERCOLOR SCOPE GEMS (4)

| | | | | |
|---|---|---|---|---|
| 4101 | (Oct. 6) | South Of The Himalayas | E | 18m. 4264 |
| 4102 | (Dec. 29) | The Legend Of El Dorado | E | 18m. 4310 |
| 4103 | (July 13) | Blue Danube | | |

### SPECIALS (4)

(WarnerColor)

| | | | | |
|---|---|---|---|---|
| 4001 | (Sept. 8) | East Is East | G | 18m. 4246 |
| 4002 | (Dec. 2) | Howdy Partner | G | 18m. 4311 |
| 4003 | (Mar. 2) | Pearls Of The Pacific | G | 18m. |

### One Reel

### BLUE RIBBON HIT PARADES

(Reissue)

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4301 | (Sept. 15) | Mouse Mazurka | F | 8m. 4247 |
| 4302 | (Oct. 20) | Paying The Piper | F | 7m. 4247 |
| 4303 | (Nov. 17) | Daffy Duck Hunt | F | 7m. 4264 |
| 4304 | (Dec. 1) | Henhouse Hennery | E | 7m. 4272 |
| 4305 | (Jan. 19) | Swallow The Leader | F | 7m. 4323 |
| 4306 | (Feb. 2) | For Scent-Imental Reasons | G | 7m. 4323 |
| 4307 | (Mar. 9) | Mouse Wreckers | G | 7m. 4323 |
| 4308 | (Apr. 6) | Dough For The De-Do | F | 7m. 4323 |
| 4309 | (Apr. 27) | Fast And Furry-Ous | G | 7m. 4323 |
| 4310 | (May 18) | Bear Feat | E | 8m. 4359 |
| 4311 | (June 15) | Each Dawn I Crow | G | 7m. |
| 4312 | (June 29) | Bad Ol' Putty Tat | F | 7m. |
| 4313 | (Aug. 24) | Hippety Hopper | | |

### BUGS BUNNY SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4723 | (Sept. 15) | A Star Is Bored | G | 7m. 4247 |
| 4724 | (Oct. 27) | Wideo Rabbit | G | 7m. 4256 |
| 4725 | (Dec. 15) | To Hare Is Human | F | 7m. 4311 |
| 4726 | (Feb. 9) | Ali Baba Bunny | E | 7m. 4311 |
| 4727 | (Apr. 13) | Bedeviled Rabbit | F | 7m. |
| 4728 | (May 25) | Piker's Peak | G | 7m. |
| 4729 | (July 6) | What's Opera Doc? | E | 7m. |
| 4730 | (Aug. 31) | Mugsy and Bugsy | G | 7m. |

### MERRIE MELODIES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4701 | (Sept. 1) | Slap Hoppy Mouse | G | 7m. 4227 |
| 4702 | (Sept. 20) | Deduce, You Say! | G | 7m. 4247 |
| 4703 | (Oct. 13) | Yankee Dood It | F | 7m. 4256 |
| 4704 | (Nov. 10) | There They Go-Go-Go | F | 7m. 4256 |
| 4705 | (Nov. 24) | Two Crows From Tacos | G | 7m. 4247 |
| 4706 | (Dec. 8) | The Honey Mousers | G | 7m. 4311 |
| 4707 | (Jan. 5) | The Three Little Bops | E | 7m. 4311 |
| 4708 | (Jan. 12) | Tweet Zoo | F | 7m. 4311 |
| 4709 | (Jan. 26) | Scrambled Aches | F | 7m. 4311 |
| 4710 | (Feb. 23) | Go Fly A Kite | G | 7m. 4311 |
| 4711 | (Mar. 16) | Tweety And The Beanstalk | E | 7m. 4311 |
| 4712 | (Apr. 20) | Boyhood Daze | G | 7m. |
| 4713 | (May 4) | Cheese It, The Cat | F | 7m. |
| 4714 | (May 11) | Fox Terror | F | 7m. |
| 4715 | (June 8) | Steal Wool | F | 7m. |
| 4716 | (June 22) | Boston Quackie | G | 7m. |
| 4717 | (July 20) | Tobasco Road | | |
| 4718 | (Aug. 10) | Birds Anonymous | | |
| 4719 | (Aug. 17) | Ducking The Devil | | |
| 4720 | (Sept. 14) | Zoom And Bored | | |
| 4721 | (Sept.28) | Greedy For Tweety | | |
| 4722 | (Oct. 12) | Touche And Go | | |

### WARNERCOLOR SPECIALS (6)

| | | | | |
|---|---|---|---|---|
| 4401 | (Oct. 27) | Playtime Pals | G | 9m. 4247 |
| 4402 | (Mar. 30) | I'll Be Doggoned | E | 10m. |
| 4403 | (July 27) | Tales Of The Black Forest | | |

### WARNERCOLOR SCOPE GEMS (6)

| | | | | |
|---|---|---|---|---|
| 4501 | (Sept. 22) | Crossroads Of The World | E | 9m. 4276 |
| 4502 | (Nov. 3) | Magic In The Sun | E | 8m. 4283 |
| 4503 | (Feb. 16) | Under Carib Skies | F | 9m. 4323 |
| 4504 | (Aug. 3) | Alpine Glory | | |

## Miscellaneous

| | | |
|---|---|---|
| Bloodstock (BIS) (Color) | F | 15m. 4310 |
| Bespoke Overcoat, The (Arthur) | F | 33m. 4281 |
| Challenge In The Air (BIS) | F | 13½m. 4315 |
| Face Of Lincoln, The (Cavalcade) | G | 20m. 4331 |
| Hidden Talent (McCarthy) | F | 17m. 4272 |
| Impression Of London, An (BIS) (Technicolor) | E | 14m. 4311 |
| Majesty Of The Air (BIS) (Tech.) | G | 21m. 4311 |
| Red Balloon, The (Lopert) (Tech.) | E | 34m. 4310 |
| Suez Canal—(Technicolor)—(deRochemont) | E | 25m. 4221 |
| Trooping The Colour (BIS) (Tech.) | G | 10m. 4331 |
| True Story Of The Civil War, The (Film Representations) | E | 33m. 4331 |
| Undersea Conquest (Lexington) (Color) | G | 18m. 4347 |

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

| | A.A. | COLUMBIA | M.G.M. | PARAMOUNT | RANK | REPUBLIC | 20th-FOX | U.A. | UNIVERSAL | WARNERS | MISC. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **NOW IN GENERAL RELEASE** | **The Persuader** James Craig, Kristine Miller<br>**Destination 60,000** Preston Foster, Jeff Donnell<br>**The Oklahoman** (CS-C) Joel McCrea, Barbara Hale<br>**Storm Out Of The West** Dale Robertson, Lois Maxwell, Derek Bond<br>**Let's Be Happy** (CS-TC) Tony Martin, Vera-Ellen<br>**Spook Chasers** Bowery Boys<br>**Hot Rod Rumble** Leigh Snowden, Wright King<br>**Aqua Dive Girl** Mara Corday, Pat Conway<br>**Love In The Afternoon** Gary Cooper, Audrey Hepburn, Maurice Chevalier | **Beyond Mombasa** (TC) Cornel Wilde, Donna Reed<br>**Calypso Heat Wave** Johnny Desmond, Merry Anders<br>**The Night The World Exploded** Kathryn Grant, William Leslie<br>**The Giant Claw** Jeff Morrow, Mara Corday<br>**The Heart Of Show Business** (Ralph Staub)<br>**Fire Down Below** (CS-TC) Rita Hayworth, Robert Mitchum, Jack Lemmon<br>**20 Million Miles To Earth** William Hopper, Joan Taylor<br>**The 27th Day** Gene Barry, Valerie French<br>**Jeanne Eagels** Kim Novak, Jeff Chandler | **This Could Be The Night** (CS) Jean Simmons, Paul Douglas, Joan Blondell<br>**The Little Hut** (C) Ava Gardner, Stewart Granger, David Niven<br>**The Seventh Sin** (CS) Eleanor Parker, Bill Travers, George Sanders<br>**Something Of Value** Rock Hudson, Dana Wynter, Wendy Hiller<br>**Man On Fire** Bing Crosby, Inger Stevens, Mary Fickett<br>**Silk Stockings** (CS-Color) Fred Astaire, Cyd Charisse, Janis Paige | **Gunfight At The O.K. Corral** (VV-TC) Burt Lancaster, Kirk Douglas, Rhonda Fleming<br>**The Lonely Man** (VV) Jack Palance, Anthony Perkins,<br>**For Whom The Bell Tolls** (RE) (TC) Gary Cooper, Ingrid Bergman<br>**The Delicate Delinquent** (VV) Jerry Lewis, Darren McGavin<br>**Beau James** (VV-TC) Bob Hope, Vera Miles, Paul Douglas<br>**Loving You** Elvis Presley, Lizabeth Scott, Wendell Corey (VV-TC) | **Value For Money** (TC-VV) John Gregson, Diana Dors<br>**Triple Deception** (TC-VV) Michael Craig<br>**The Third Key** Jack Hawkins | **Duel At Apache Wells** Anna Marie Alberghetti, Ben Cooper, Jim Davis<br>**Affair In Reno** John Lund, Doris Singleton, John Archer<br>**Hell's Crossroads** Stephen MacNally, Peggie Castle, Barton MacLane<br>**Spoilers Of The Forest** (C) Rod Cameron, Vera Ralston<br>**Man In The Road** Derek Farr, Ella Raines (England)<br>**The Weapon** Steve Cochran, Lizabeth Scott, Herbert Marshall<br>**Beginning Of The End** Peter Graves, Peggie Castle<br>**The Unearthly** John Carradine, Allison Hayes | **Island In The Sun** (CS-C) James Mason, Joan Fontaine, Dorothy Dandridge<br>**Lure Of The Swamp** Marshall Thompson, Joan Vohs<br>**God Is My Partner** Walter Brennan, Marion Ross<br>**Bernardine** (CS-C) Pat Boone, Terry Moore, Janet Gaynor<br>**A Hatful Of Rain** (CS) Eva Marie Saint, Don Murray, Lloyd Nolan<br>**The Abductors** Victor McLaglen, Fay Spain<br>**An Affair To Remember** (CS-C) Cary Grant, Deborah Kerr, Richard Denning<br>**Apache Warrior** Keith Larsen, Jim Davis | **Gun Duel In Durango** George Montgomery, Ann Robinson<br>**Saint Joan** Richard Widmark, Jean Seberg<br>**Sweet Smell Of Success** Burt Lancaster, Susan Harrison, Tony Curtis<br>**Trooper Hook** Joel McCrea, Barbara Stanwyck<br>**The Big Caper** Rory Calhoun, Mary Costa<br>**Bayou** Peter Graves, Lita Milan<br>**The Monster That Challenged The World** Tim Holt, Audrey Dalton | **The Kettles On Old MacDonald's Farm** Marjorie Main, Parker Fennelly<br>**The Girl In The Kremlin** Lex Barker, Zsa Zsa Gabor<br>**The Deadly Mantis** Craig Stevens<br>**Man Afraid** (CS) George Nader, Phyllis Thaxter, Tim Hovey<br>**The Young Stranger** James MacArthur, Kim Hunter<br>**Tammy And The Bachelor** (CS-TC) Debbie Reynolds, Leslie Nielsen<br>**Joe Butterfly** (CS-TC) Audie Murphy, George Nader, Burgess Meredith<br>**The Midnight Story** (CS) Tony Curtis, Marisa Pavan, Gilbert Roland | **Deep Adventure** (C) Ross Allen, Dottie Lee Phillips<br>**A Face In The Crowd** Andy Griffith, Patricia Neal<br>**The D.I.** Jack Webb, Don Dubbins, Jackie Loughery<br>**The Prince And The Showgirl** (TC) Marilyn Monroe, Laurence Olivier<br>**X—The Unknown** Dean Jagger<br>**The Curse Of Frankenstein** (C) Peter Cushing, Hazel Court | **Johnny Tremain** (TC) (Disney) Hal Stalmaster, Luana Paten, Jeff York (BuenaVista)<br>**Drag Strip Girl** Steve Terrell, Fay Spain (American Int.)<br>**Rock All Night** Dick Miller and Platters (American Int.)<br>**Bambi** (TC) (Disney) (RE) (Buena Vista) |
| **PROMISED FOR EARLY RELEASE** | **Daughter Of Dr. Jekyll** John Agar, Gloria Talbott<br>**Dino** Sal Mineo, Susan Kohner, Brian Keith<br>**The Disembodied** Paul Burke, Allison Hayes<br>**Cyclops** James Craig, Gloria Talbott, Lon Chaney, Jr.<br>**Portland Expose** Edward Binns, Virginia Gregg<br>**Death In Small Doses** Peter Graves, Mala Powers<br>**From Hell It Came** Tod Andrews, Tina Carver | **The Young Don't Cry** Sal Mineo, James Whitmore<br>**No Time To Be Young** Robert Vaughn, Dorothy Green<br>**Town On Trial** John Mills, Barbara Bates<br>**Pickup Alley** (CS) Victor Mature, Anita Ekberg | **Tip On A Dead Jockey** (CS) Robert Taylor, Dorothy Malone<br>**Decision Against Time** Jack Hawkins (England)<br>**Gun Glory** (CS-C) Stewart Granger, Rhonda Fleming | **Omar Khayyam** (VV-TC) **Cornel Wilde, Debra Paget**<br>**Cecil B. DeMille's The Ten Commandments** (VV-TC) (Special Engagements)<br>**Stowaway Girl** Trevor Haward, Elsa Martinelli (England)<br>**Shortcut To Hell** (VV) Robert Ivers, Georgann Jahnson<br>**Mr. Rock And Roll** Alan Freed, Racky Marciano, Lianel Hampton<br>**The Devil's Hairpin** (VV) Cornel Wilde, Jean Wallace | **The Black Tent** (TC-VV) Anthony Steel<br>**A Town Like Alice** Virginia McKenna<br>**The Gentle Touch** (T) Gearge Baker<br>**As Long As They're Happy** (EC) Jack Buchanan, Diana Dors | **Journey To Freedom** Jacues Scott, Geneviv Aumont<br>**Time Is My Enemy** Dennis Price, Renee Ashersan<br>**The Lawless Eighties** Buster Crabbe, Marilyn Saris<br>**Pawnee** (C) G. Montgomery, Lola Albright<br>**Last Stagecoach West** Jim Davis, Mary Castle<br>**Taming Sutton's Gal** John Lupton, Gloria Talbott<br>**Hell Canyon Outlaws** Dale Robertson, Brian Keith, Rasanna Rary<br>**Operation Conspiracy** Philip Friend, Mary Mackenzie | **Will Success Spoil Rock Hunter** (CS-C) Jayne Mansfield, Tony Randall<br>**Seawife** (CS-C) Richard Burton, Joan Collins<br>**Forty Guns** (CS) Barbara Stanwyck, Gene Barry, Barry Sullivan<br>**The Unknown Terror** Paul Richards, Mala Powers<br>**Back From The Dead** Arthur Franz, Peggie Castle, Marsha Hunt | **The Vampire** John Beal, Coleen Gray<br>**The Monte Carlo Story** (TC) Marlene Dietrich, Vittorio De Sica<br>**The Fuzzy Pink Nightgown** Jane Russell, Keenan Wynn<br>**Valerie** Sterling Hayden, Anita Ekberg<br>**Jungle Heat** Lex Barker, Mari Blanchard<br>**My Gun Is Quick** Robert Bray<br>**Lady Of Vengeance** Dennis O'Keefe, Ann Sears | **Interlude** (CS-TC) June Allyson, Rossano Brazzi<br>**Doctor At Large** (VV-C) (English) Dirk Bogarde<br>**Run Of The Arrow** (TC) Rod Steiger, Sarita Montiel<br>**Joe Dakota** (C) Jock Mahoney, Luana Patten<br>**Night Passage** (TC) James Stewart, Audie Murphy, Dianne Foster<br>**The Land Unknown** (CS) Jock Mahoney, Shawn Smith<br>**Jet Pilot** (TC) John Wayne, Janet Leigh | **Band Of Angels** (C) Clark Gable, Yvonne DeCarla<br>**Rising Of The Moon** Frank Lawton, Denis O'Dea<br>**The James Dean Story** James Dean<br>**The Pajama Game** (C) Doris Day, John Raitt, Caral Haney | **I Was A Teenage Werewolf** Michael Landon, Yvonne Lime (American-Int.)<br>**Invasion Of The Saucer Men** Steve Terrell, Gloria Castillo (American-Int.) |

**SYMBOLS USED ABOVE:** CS—CinemaScope, C—Color, RE—Reissue, TC—Technicolor, VV—VistaVision—Name of country, other than U.S.A., indicates import

*Columbia's*

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ST. FRANCIS

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# IN PHILADELPHIA!

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CHECK THESE ENGAGEMENTS FOR THE FABULOUS FIGURES!

MOTION PICTURE
# EXHIBITOR

AUGUST 21, 1957 VOLUME 58 NUMBER 17
IN TWO SECTIONS • THIS IS SECTION ONE

***The Big Question Of Admission Prices***

*editorial*

## Brandt Aids Vogel Fight

*(page 10)*

## "Do It Yourself" Promotion Plan

*(page 11)*

**AND FEATURING:
SHOWMANSHIP SWEEPSTAKES**

**Bob Wile recently resigned from his post as secretary, Independant Theatre Owners of Ohio, which he held for six successful, eventful years.**

# "LES GIRLS" Preview Get

Something to look forward to is this great attraction which, in its Preview at Loew's 72nd St. N.Y., hit the highest mark in the history of the outstanding research organization, Audience Research Surveys. "LES GIRLS" is just one of the BIG NEW M-G-M hits coming!

M-G-M Presents A SOL C. SIEGEL PRODUCTION of COLE PORTER'S **"LES GIRL**

*(rhymes with "playgirls")*

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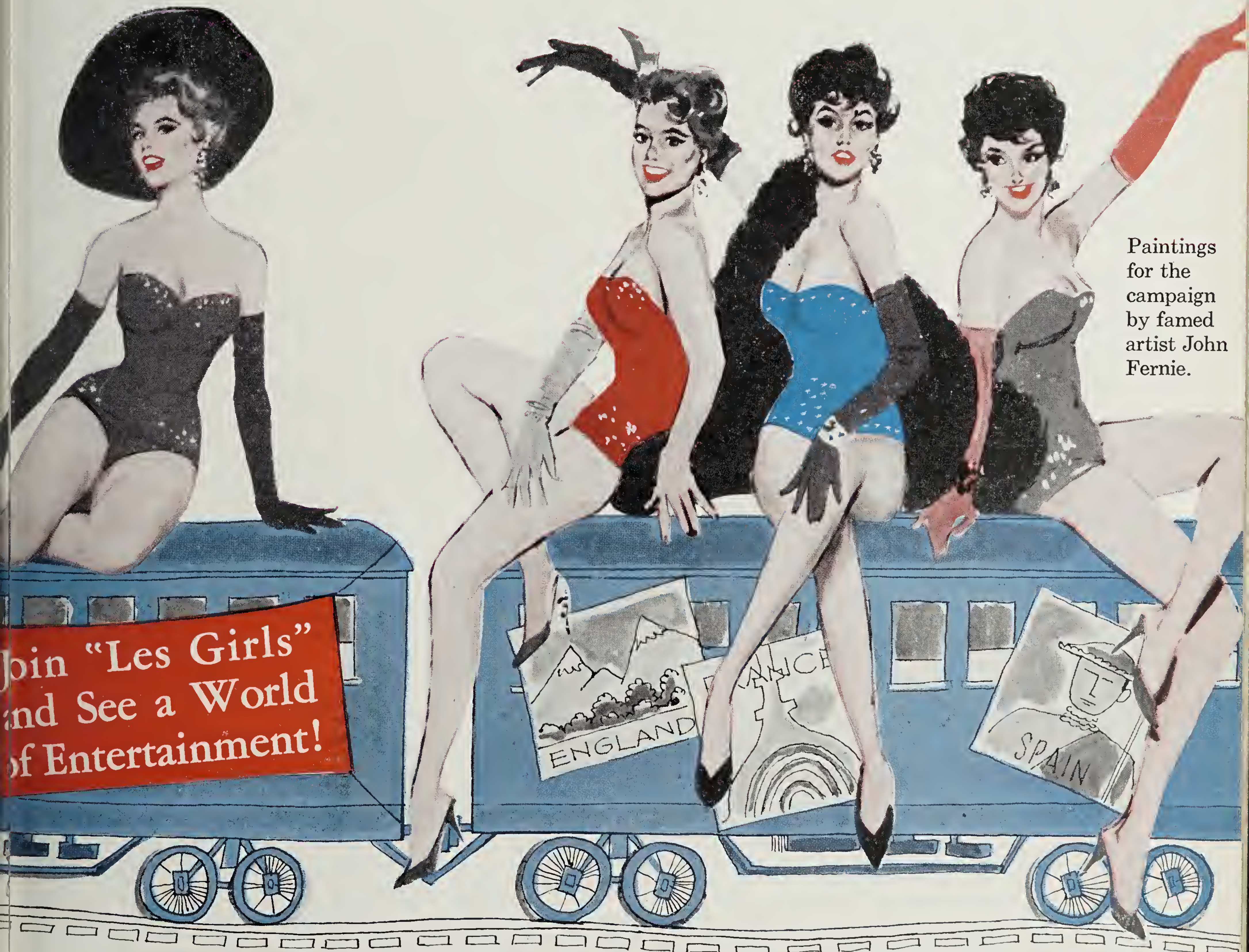
Join "Les Girls"
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naScope And METROCOLOR • Associate Producer SAUL CHAPLIN • Directed by GEORGE CUKOR

# Letters . . .

**UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.**

### From LAURENCO MARQUES, P.E. AFRICA

I am making plans to convert the eight story hotel I own now into a 24 story building including 10 shops, a bigger night-club in the basement, a 54 x 42 foot swimming pool on the eighth floor, several bars, restaurants, banquet rooms, cardrooms, 300 rooms each with bath, and a deluxe 1,000 seat cinema theatre. I would like to contact both American suppliers of theatre equipment and those for all of the other rooms and facilities. Plans will be completed soon, and can then be submitted as their expert criticism and suggestion.

As the editors of both MOTION PICTURE EXHIBITOR and of THEATRE CATALOG, I would like to have the benefit of your advice on several matters dealing with the proposed theatre. Will 80 x 56 feet with 50 feet or more in height enable me to accomplish my 1000 seat capacity I intend to install the most modern equipment and the widest possible screen, and the whole building will be air conditioned.

Appreciating your help.

A. A. DA SILVA
Hotel Aviz

*EDITOR'S NOTE: We have written Mr. Da Silva to the effect that his dimensions, even with the assistance of a balcony, would more nearly accommodate 800 seats. But we are reproducing his inquiry as an example of the expansion of theatre business, and theatre quality, abroad. Anybody know of any enterprise like this around these parts lately?*

### From PHILADELPHIA, PA.

It is my opinion that MOTION PICTURE EXHIBITOR is placing too much emphasis on film rentals, legal entanglements and competition of various forms, and not giving guidance and leadership along the basic lines of maintaining and increasing patronage.

With a limited background in exhibition, and as a continuing patron of motion pictures, the following has been observed, and actually seems to be becoming more prevalent:

1. Worn, torn, and unattractive carpet in the outer lobby.
2. Disinclination of ushers to seat patrons.
3. Sound volume not modulated to "house load". A patron may become tired and even get a headache when the sound volume is continuously set at too high a level, which is just as uncomfortable as having to strain to hear.
4. Floors and seats partially littered at the start of a performance. (This has even been noticed at a theatre exhibiting a "road show" attraction.)
5. Odors from cooking in the lobby.
6. The expressed or implied attitude—"We got your money, so what?"
7. Destruction of property—screens, seats, etc.

Have you and your theatre owner readers forgotten the theatre customer? A victory in legal, buying or competitive fields may be appreciably negated, if not entirely lost, from emphasis on "the chicken" rather than on "the egg".

H. P. LIPPINCOTT
Lippincott Pictures, Inc.

*EDITOR'S NOTE: While mainly in the audio-visual and equipment field, Mr. Lippincott has from time to time operated theatres and there is no denying the sincerity of his interest in movies and movie business. His current letter happens to verify further complaints we have heard about management in some of the high admissioned "run" theatres, such as air conditioning set too cold, sound set too loud, etc. As admission prices move up to $1.50 and $2.50, the public is going to expect better and better facilities, and more and more services. Smart management will see that they get it, too!*

### From LONG BEACH, WASH.

Both MOTION PICTURE EXHIBITOR and its SERVI-SECTION (reviews and distributor indexes) are of great help to us in our operation. I appreciate them very much.

J. C. WILLIAMS
Long Beach Theatre

*EDITOR'S NOTE: Nice to have you aboard, Mr. Williams! And we'll always want to serve to the limit of our ability.*

### From CRAIGSVILLE, VA.

I'll be honest with you. While I don't use your Service Section any more than I use (a contemporary), I do love your personal "LETTERS" page, your editorials, the weekend "Broadway Grosses," your quick and informative news stories, and even the new multiple ads of Rank Film Distributors.

And now I too want a special service. How about a breakdown on drive-in theatre sales and expenses? We are small, but we're energetic and alert, and something like this could help.

ARDEN A. RICHARDS
Craigsville Drive-In

*EDITOR'S NOTE: Because each drive-in theatre is unique, and more-or-less tailor-made in size, service and location, generalizations are a little difficult. But, we'll try!*

### From ROANOKE, VA.

Maybe it is just contrast, but it seems to me that the entire Berlo Vending Company organization is 100%. They render service, are honest and cooperative, and nothing is too much trouble.

Don't you think, in this day and age, that they deserve a bow?

ELMORE HINES
National Theatre Corp.

*EDITOR'S NOTE: We're bowing! And we must admit that we have heard similar expressions from others on this same theme.*

### From OIL CITY, PA.

Your editorial in MOTION PICTURE EXHIBITOR titled "ON THE CONTROL OF ROWDYISM" (Nov. 21, 1956), prompts me to write this note.

It seems elemental that if you expect courtesy and respect from your audiences, that is what you must give them. But the movie industry has adversely influenced dress mannerism, and in doing so has adversely affected the dress business. The dress tastes of people have become careless, slovenly, sloppy and indifferent, because the movies have originated just that kind of dress.

There was a time when all young people went to the movies well dressed, and they behaved accordingly. Movies built an actress in an aura of mystery and sex, but with the most atrocious hair-do and with downright sloppy blouse and skirt. For years you exploited her as successful, though sloppy, even though off screen she was one of the best dressed women in the world.

No one in this part of the country had ever seen "jeans" until the movies introduced them. Or look at "FIRE DOWN BELOW" where Technicolor only accentuated the filthy, dirty T-shirt, pants, and cap that Robert Mitchum wore all through the show. In real life the average man likes to take a bath and to change his clothes occasionally, no matter what his work. Isn't it about time the movies reversed themselves and showed that it is the well dressed and clean person who is the successful person? Otherwise, we will continue to have carelessly dressed actors and carelessly dressed audiences, then no respect for the property of theatre owners or anyone else.

Believe me, I like the movies and attend them regularly, but the sloppiness campaign that movie business is following burns me up.

NAOMI ZAND
Naomi Zand Dress Shop

*EDITOR'S NOTE: This current letter about a nine months old editorial poses a distribution mystery. Not a subscriber herself, Miss Zand must have a friend who is. But she poses a question that we have heard before. Why is it that motion pictures, that always boasted of the latest fashions, the smartest in hair-dos, and the newest in gadgets (with boxoffice success), is now a promoter of "butts," spittoons, dirty shirts, dope, and booze (with boxoffice failure)? Could there be a connection?*

### From BALTIMORE, MD.

Thanks for "The A-MAN Corner"; and thanks for all of the other regular services of MOTION PICTURE EXHIBITOR. Perhaps they will help us to go on together for years.

CHARLES COBURN
Theatre Manager

*EDITOR'S NOTE: We have "gone together" with theatre executives for nearly 39 full years; and we always want to do everything that will help them to succeed.*

### From UNION CITY, N. J.

I am genuinely pleased with the prominence given to my "AROUND THE WORLD IN 10 WEEKS" effort. Did you notice that Warner Brothers have been smart enough to package the idea and made it available to their customers? To accomplish something that benefits others in this business of ours is always pleasant.

PAUL REYNAUD
Capitol Theatre

MOTION PICTURE
EXHIBITOR

Member Audit Bureau of Circulations

AUGUST 21, 1957
VOLUME 58 NUMBER 17

## THE BIG QUESTION OF ADMISSION PRICES

On the subject of what constitutes a fair or economically sound admission price, there were several items published recently that struck us as either pertinent or completely ridiculous. There isn't much question that, as costs of all ingredients climbed to the place that it was impossible to make a first class feature motion picture under $2,000,000; and as costs of all theatre equipment rose to the place that even a first class theatre chair cost upwards of $25; there were good grounds to boost admission prices. And, as this inflationary cost spiral coincided with the public's apathy to all but the big important block-buster type of motion pictures, it became increasingly important to get a "high dollar" for such big films as were made, in order to offset the losses on lesser ones.

Another contributing factor was the introduction and growth of TV and color TV, and the rebirth of interest in recorded music through HI-FI, both of which represented sizeable investments of the public's amusement dollars in equipment and services. U. S. Department of Commerce figures for a contrast period of 1946 to 1955 showed that the per capita expenditure for motion pictures plummeted from $17 to $8, while per capita expenditures for electronic entertainment (TV and HI-FI) jumped from $12 to $18. And these figures cancel out "inflation" by giving all estimates in "1955 dollars." To properly evaluate what has happened to "America's most popular mass entertainment," compare the 1955 per capita expenditure of $8 to items such as: $2 per head lost on horse betting; $1 per head spent on stage plays and operas; $3 per head on books and maps; $9 for foreign travel and a grand total of $200 per head spent on the average American's complete entertainment purchases.

So all costs have gone way, way, up; and both the number and strength of other entertainment forms, competing for the same American entertainment dollar, have gone way, way, up, too. Most competing entertainment forms (i.e. TV sets, HI-FI sets, horse bets, stage plays, operas, books, foreign travel, etc.) are certainly higher priced than even the most expensive movie ticket. So is it really the cost of the movie ticket that is adversely affecting grosses, whether dollars or people?

This is the thinking we must do when reading Bosley Crowther's column in the New York Times of Aug. 11. In this column he quotes an unnamed "prominent man in film making" who thought that the bright future of this industry rested in selling "a fine motion picture such as 'The Pride and the Passion' for 50 cents in every theatre of the U.S.A. and the world," instead of for the $2.50 it is now getting on Broadway. Of course this man has been labeled a "film maker" rather than a theatre operator. But, if he were the latter he would know that price cutting and bargain prices normally adversely affect entertainment purchases.

Just a few weeks ago we had an editorial on this subject ("AN HONEST PRICE . . . FOR AN HONEST VALUE"—issue of Aug. 7) that referred to actual experiences by theatremen in Florida and in Pennsylvania. Its point was that price cutting and bargain bundles never solved anything in this business, but that they did breed headaches. Unmentioned were several personal experiences that further convince us.

But this is a funny business we're in. If you don't think so, and if you want an example of complete absurdity, think of this final item.

From Trueman Rembusch, Allied States leader who was born and raised in theatre business and is usually a constructive factor, comes an announcement that his Crest Theatre, Wabash, Ind., will play "The Ten Commandments" under "a novel admission policy." The policy? See the show "for whatever admission price you choose to pay." As Trueman puts it: "We believe in the innate integrity of our patrons, (and) you must pay something for the Paramount contract specifies that an admission price must be charged." And, to further shoot for laughs: "Because we believe that a profit motive should not be attached to a religious picture such as 'The Ten Commandments', all monies in excess of Paramount's percentage share will be turned over to the Will Rogers Memorial Hospital. Nothing will be deducted for theatre overhead."

Now this is both a pricing policy—and a prescription for bankruptcy. Trueman Rembusch may make a lot of headlines, and he may make trouble for Paramount where he obviously has "a mad on," but he is also in our opinion making a fool out of himself—and he most positively won't make money.

## RANDOM SHOT

- It doesn't make much difference to theatremen, but that current deal to make Universal's backlog of pre-1948 films available to TV through Columbia's subsidiary, Screen Gems, for a guaranteed $20,000,000 just *for the next seven years*, makes "bums" out of some of the companies that grabbed only similar dough for all rights, title, and interest in their old films, *forever*. Come 1964, and Universal will not only have their cake back but will have eaten it too. The fast buck is not always a smart one! And let us hope that next time they sell their inventories some of our salesmen remember that.

*Jay Emanuel*

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# Kansas Exhibitor Wins UA Showman Contest

NEW YORK—Willis E. Shaffer, manager, Fox, Hutchinson, Kans., was selected last fortnight as the winner in United Artists' King of Showmen contest and will receive $2,500 in cash and a trip to Hollywood.

The award, given for the best local promotion of Russ-Field's "The King and Four Queens," was voted by a panel consisting exclusively of trade editors in the final judging held in UA's home office.

Jane Russell, who heads the Russ-Field organization with her husband Robert Waterfield, and Roger H. Lewis, UA National Director of advertising, publicity and exploitation attended the award session.

The $2,500 prize is the biggest single cash award ever offered in a local campaign contest. Every theatre in the United States and Canada playing "The King and Four Queens" prior to June 1 was eligible.

**Jane Russell and MOTION PICTURE EXHIBITOR's Mel Konecoff are seen at the recent judging of United Artists' "The King And Four Queens" 'King Of Showmen' contest, won by Willis E. Shaffer, Fox, Hutchinson, Kans.**

# The NEW YORK Scene

## *By Mel Konecoff*

DEMONSTRATION: International Telemeter Corporation, a subsidiary of Paramount Pictures, last week unveiled its pay-as-you-see TV system to the press, and what we saw convinced us that technically they seem to have perfected a process whereby special programs, new films, sporting events, or stage attractions could be brought into the home and be paid for by TV set owners as they watch. The picture was bright and clear as it was brought into the demonstration living room set up at the Savoy Plaza Hotel from a studio next door, and the operation was relatively simple.

Now come the questions worth big prize money. Will the public accept this after it has been accustomed to getting similar entertainment on its sets for years for free? And how about the franchise holders? Are they willing to spend a fortune on equipment, its installation, its maintenance, and also to provide the programs on a regional basis? All of this, incidentally, should take a little time to do.

ITC was represented by its managing director Lou Novins, while the parent company, Paramount, which owns 90 per cent of the stock, was represented by president Barney Balaban, who stated that the acceptance of this medium by home viewers could well mean the end of the marginal theatres, which he shrugged are on their way out anyway. He opined that this could accelerate their closing which is unavoidable, but Telemeter does not mean the end of theatre exhibition.

Balaban intimated that Paramount would release its new features to Telemeter for home viewing when it became economically feasible to do so or when the revenues from Telemeter exceeded revenues from the theatres by a goodly percentage, which he expected it to do.

Demonstrations were to be held daily for a two-week period for leaders in sports, entertainment, financial houses, engineering and technical groups, labor organizations, educators, and public officials.

It was estimated that it would cost a hundred dollars to equip a home for Telemeter with just a small box connected to the regular set to take care of programming, collections, record keeping via magnetic tape, etc. A minimum monthly charge of three or four dollars is contemplated per home. They called it the new frontier of entertainment and hinted that a number of exhibitors are interested in discussing franchises.

**THE GREAT (?) WHITE WAY: Theatres on Broadway are facing a crisis, according to Harry Brandt. This is no news to us, who have covered the street for years. It is, however, the first time that anyone has had the guts to come right out and say so publicly and for publication.**

**Brandt related he sold his Globe because returns were averaging out less and less as the years went by, while the overhead was continually creeping upwards. From a $3,000 weekly overhead at the start when he took it over years ago, cost climbed until he had a $7,000 nut with decent pictures hard to come by.**

**The policy of some of the distributors of bypassing the Broadway first-runs shows that they too are tired of coming into these houses and winding up losing money in many instances unless they have a real smash.**

**Brandt abandoned the Mayfair because the rental was too high, and the product he got just never seemed to make out too well as a rule. Sure, said he, there will continue to be a Broadway market for such films as "Around the World in 80 Days" at the Rivoli and for "The Ten Commandments" at the Criterion. Also such theatres as the Roxy, Radio City Music Hall, and the Capitol are assured of top product so their future is secure. As for the others it's touch and go.**

**We have a personal note for Mr. Brandt and some of the other Broadway operators. You are pricing yourselves out of business with admission rates that are out of this world. We have seen a number of people turn away from boxoffices that have asked $1.65 to $2.50 per person to come in and see an average or slightly-above average film. This is not the way to win friends and influence customers. True, there is a larger overhead, but wouldn't it**

(*Continued on page* 14)

# BROADWAY GROSSES

**(As of this Monday)**

### Palace Joins First-Runs

NEW YORK—The only excitement in a below average week was the opening of U-I's "Man Of A Thousand Faces" at the RKO Palace, off again with a first-run policy, and reportedly ringing up a $40,000 first week.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"CURSE OF FRANKENSTEIN"** (Warners). Paramount ($47,654)*—The last nine days including the second week were claimed at $42,000.

**"AN AFFAIR TO REMEMBER"** (20th-Fox). Roxy ($81,398)—Friday through Sunday accounted for $36,227, with the fifth week sure of $65,000. Usual stage show.

**"SILK STOCKINGS"** (MGM). Radio City Music Hall ($146,192)—Thursday through Sunday reached $84,000, with the fifth week claimed at $138,000. Usual stage show.

**"THE PRIDE AND THE PASSION"** (UA). Capitol ($39,813)—The eight week reported as $33,000.

**"FIRE DOWN BELOW"** (Columbia). Astor ($24,578). Second week heading for $17,000.

**"HATFUL OF RAIN"** (20th-Fox). Victoria ($21,930)—Fifth week anticipated at $14,500.

**"MAN OF A THOUSAND FACES"** (U-I). Palace joins the first-run houses with $40,000 claimed for the opening session.

**"SWEET SMELL OF SUCCESS"** (UA). Loew's State ($18,644)—The eighth week was estimated at $14,000.

**Figures in parentheses reflect 1956 weekly average as reported in MOTION PICTURE EXHIBITOR.*

### "Big Show" Ready

NEW YORK—The recently completed 56-minute edition of 20th-Fox' "The Big Show," designed exclusively for public presentation, will be made available to exhibitors without charge, beginning Aug. 28, it was announced last week by general sales manager Alex Harrison.

A special version of the CinemaScope product feature which was shown to more than 250,000 exhibitors and key community opinion-makers throughout the world, "The Big Show" will dramatically impress upon the public the ability of local exhibitors to provide them with a continuing flow of top quality product.

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# Vogel Charges Meyer Plot Confession

## March Telephone Calls Cited As Proof Of Plan By Tomlinson-Mayer Group To Seize Control Of Loew's

NEW YORK—Joseph R. Vogel, president, Loew's, Inc., charged last week that Stanley Meyer, one of the leaders of the faction now attempting to block the special Sept. 12 meeting of Loew's stockholders, had turned secretly against his associates, Joseph Tomlinson of Canada, and Louis B. Mayer, one-time head of M G M production, more than four months ago and confessed the details of their plot to seize control of the $225-million film company.

The confession was made on March 29 via transcontinental telephone from Hollywood directly to Vogel, Louis Nizer, special counsel for Loew's, and others gathered around a conference telephone loudspeaker in the New York offices of Nizer.

Meyer gave permission and full approval for all to listen to his story, and insisted that he was "ready to repeat it" to anyone else because he regretted his own role in the conspiracy. He declared that Mayer was "behind the whole project" and that he had lent himself to the plot because he was Mayer's "protege." He said he had finally become "fed up with the manipulations of Tomlinson" and sharply criticized the Canadian road contractor for writing "dishonest and stupid letters" attacking the Loew's president.

Meyer's confession was described at length in an affidavit filed by Vogel in the Delaware Court of Chancery at Wilmington today, together with supporting affidavits by three witnesses who also heard Meyer. Vogel said that at the time Meyer appeared to be "deeply concerned" about possible legal or public actions which might be taken against the conspirators.

Vogel informed the Delaware Court that the Meyer confession was, however, only a part of the overwhelming evidence of the plot of "obstruction and usurpation."

He outlined recent events in Loew's in support of his petition that the Delaware Court enjoin all further interference with the stockholders' meeting which he had called for Sept. 12 in line with his duty and rights as president.

The meeting was called so that the 26,000 stockholders, the true owners of the company, could determine whether Tomlinson and Meyer should be removed from the board for conduct inimical to the corporation. The meeting will also vote on a motion to expand the board from 13 to 19 seats and elect candidates to fill all new and vacated posts.

The New York Supreme Court earlier issued an injunction barring interference with the stockholders' meeting. In his decision in the matter, Justice Spector declared that the "shareholders themselves should be the ones to elect the directors" and added: "The true corporate owners should not be deprived of the right to determine basic policy."

The Tomlinson - Mayer - Meyer faction, among other things, moved in Delaware, however, to try and prevent the Sept. 12 meeting by asking a restraining order and a stay against the use of corporate funds needed to solicit proxies and inform the stockholders of the issues. Argument on the faction's motions and on the cross-complaint which was filed by Vogel are scheduled in Wilmington for August 22.

Vogel's affidavit today, embodied in more than 70 printed pages, reviewed the full history of the dispute which has racked the Loew's board for many months. Vogel charged that the Tomlinson faction had carried on its drive for control by "piratical and conscienceless tactics." He further pointed out that this faction represented less than 4 percent of the outstanding stock in the company, and yet audaciously hoped to seize one of the most important corporate enterprises in the nation "by trickery."

He urged that the stockholders alone should be permitted to decide the issues and that all attempts to silence the true owners of more than 96 percent of the stock by interfering with their meeting should be enjoined.

**Ned Depinet, head of the Motion Picture Pioneers, left, recently announced that Joseph Vogel, Loew's Inc., president, right, has been named Pioneer of the Year. Vogel will be honored at the group's annual dinner in November.**

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## Paramount Net Up

NEW YORK—Paramount Pictures Corporation reports estimated consolidated net earnings of $1,060,000 for the second quarter of 1957, representing $.53 per share. These earnings compare to $950,000 or $.45 per share reported in 1956.

In the first six months of 1957 the consolidated net earnings are estimated at $2,359,000, equal to $1.18 per share based on 1,999,316 shares outstanding at June 29, 1957. Comparative earnings for the same period in 1956 were estimated at $2,322,000 or $1.12 per share, based on 2,085,716 shares then outstanding.

The 1956 earnings mentioned above do not include a non-recurring capital profit of $2,329,000 or $1.12 per share for the second quarter and a capital profit of $2,679,000 or $1.28 per share for the six months.

## Chamberlin Joins MGM

NEW YORK—Dan Chamberlin, formerly with the news department of The New York Times, and more recently copy chief and news editor of radio station KRUX in Phoenix, Ariz., has joined MGM's publicity department under Dan S. Terrell, publicity manager.

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## N. Y. City Council Approves Tax Repeal

NEW YORK—A bill eliminating the city's five per cent tax on movie admissions up to 90 cents was enacted almost unanimously last week by the City Council, and it was viewed as certain that Mayor Wagner would sign the measure into law inasmuch as it was proposed by him to the Council after a specially appointed committee reported financial distress among local exhibitors. It was made clear that the public would not benefit from the tax relief which, it was said, would save theatremen $4 million annually. The city has been collecting some $4.9 million annually from the levy.

The legislation was passed after Council finance committee chairman Maurice McCarthy urged its enactment, pointing out that his colleagues were in unanimous favor of the relief. He disclosed that an amendment which would have denied the benefit of the 90-cent exemption to theatres charging admissions higher than that was rejected by the committee, on the grounds that large theatres as well as small ones were in need of help, and that the city would suffer if Broadway lost the attraction of its movies.

Council majority leader Joseph T. Sharkey supported McCarthy's thesis, but councilman Stanley M. Isaacs, the only dissenter to passage of the bill, favored the amendment ruled out by the finance committee. Also urging passage were Harry Brandt, Emanuel Frisch, and other prominent spokesmen for exhibition.

## Multiple Run For "Nightgown"

NEW YORK—United Artists set 32 local saturation bookings for Russ-Field's "The Fuzzy Pink Nightgown" in the Chicago area last week, it was announced by William J. Heineman, vice-president in charge of distribution.

These neighborhood first-run openings are the first in UA history in the Chicago area.

The city theatres include the Century, Uptown, Granada, Gateway, Rockne, Mercury, Montclare, Southtown, Regal, Avalon, Tivoli, Capitol, Jeffrey, Piccadilly, Marbro, Atlantic, Marshall, Square, Brighton, and the Star Lite and Oak Lawn drive-ins. Also suburban theatres including the LaGrange, Olympic, Varsity, Pickwick, Des Plaines, Parthenon, State, Lincoln, Harvey, Lyric, and the State in nearby Roseland.

## Kalmus Award To Pohl

NEW YORK—The Society of Motion Picture and Television Engineers has selected Wadsworth E. Pohl, technical director, motion picture division, Technicolor Corporation, Hollywood, to receive its Herbert T. Kalmus Gold Medal Award. Presentation will take place Oct 4 during the Society's 82nd convention at the Sheraton Hotel, Philadelphia.

The Kalmus Award is given each year to "an individual who has made an outstanding contribution in the development of color films, processes, techniques or equipment useful in making color motion pictures for theater or television use."

# THE GREATEST AIR SP
# GETS A SKY-HIGH P

*THE MIGHTY 24-SHEET POSTIN*

*THE MAMMOTH MAGAZINE CAMPAIG*

*THE GIGANTIC SELL OVER THE A*

HOWARD HUGHES'
JET P

Starring

JOHN WAYNE ☆ JANET LEIGH AND THE U.S.AI

*AVAILABLE STARTING SEPTE*

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# -SELLING SEND-OFF!

**nprecedented national billboard campaign will blanket the nation! Coast-to-
oast coverage of 59 major markets in 731 communities with a population of
5,294,000!**

**pectacular display of full-color ads in 28 leading national publications, including
IFE, LOOK, THIS WEEK, AMERICAN WEEKLY and reaching an audience of over
00,000,000!**

**ardest-hitting Radio and TV campaign ever to back a motion picture! A barrage
f 1-minute and teaser spots nation-wide, into every home in the land!**

*The thundering story of a man.. a jet ...and a woman he couldn't forget!*

ORCE TECHNICOLOR® with JAY C. FLIPPEN · PAUL FIX · HANS CONREID
Directed by JOSEF von STERNBERG · Written and Produced by JULES FURTHMAN

*ER 19!* ***BOOK IT NOW!***

RKO RADIO PICTURES Released by UNIVERSAL-INTERNATIONAL

# Brandt Heads Industry Committee To Secure Loew's Votes For Vogel

NEW YORK—Leaders in the motion picture, financial, and industrial fields have formed a Loew's Stockholders Protective Committee to support Joseph R. Vogel, Loew's, Inc., president, and solicit proxies for his slate of candidates for the board of directors.

Formation of the committee was announced last week at a press conference by Harry Brandt, prominent theatre circuit operator and president, Independent Theatre Owners Association.

Brandt, who will serve as chairman of the new committee, declared that "We have been shocked by the brazen attempts of a handful of men to seize control of Loew's—and we intend to go all out to block them."

Among the committee announced are Frank C. Walker, former postmaster general and a prominent circuit operator; Burt Lancaster; Robert Benjamin, chairman of the board, United Artists; Ned Depinet, president, Motion Picture Pioneers; Mike Todd, producer; Harry Balaban, Chicago circuit;Ben Berger, leading Minnesota exhibitor; David Wallerstein, circuit manager; Harry C. Arthur; Robert Altman; Tom Connors; Jay Emanuel; Leo Lindy, and Harry Fishback, all prominent industry figures.

"All too recently we have seen a once important motion picture company reduced to an ineffectual shell after it was taken over by men whose primary interests were far removed from film production," Brandt said. "We cannot stand idly by and see Loew's, Inc., seized by men of little or dubious experience in the business and thereby invite the possibility of that happening to this great company.

"There is a real ground swell of support for Joe Vogel throughout the country. We are all determined to see that he wins the majority on the Loew's Board of Directors necessary for him to do the outstanding job we know he will do, once given the power. We are prepared to devote all the time and effort necessary between now and the special stockholders meeting on Sept. 12, to assure him the complete victory he so richly deserves."

His aim is to show up at the Sept. 12 meeting with proxies representing at least one million shares on the side of management. One means to solicit proxies will be to have committee members meet with stockholders in every principal city in the U.S. Another would be to have employees of the Brandt enterprises in seven states and the District of Columbia act as proxy solicitors, in addition to employees of other committee members.

He opined that exhibitors everywhere were on the side of Vogel because they need MGM as a source of product, and he was sure that under Vogel the company would regain its former top position in the industry. Said he, "There is no better judge of showmanship values in the entire industry than Joe Vogel."

Brandt pledged he would lay out whatever funds were necessary to insure the operation of the committe, and if his side wins he will ask the company to reimburse him. No one else has been asked to contribute to the campaign although some have volunteered to share expenses.

Said Brandt, "I trust Joe Vogel. I don't trust Mr. Tomlinson."

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## Goetz Accepts Position On Code Appeals Board

**NEW YORK—William Goetz, producer of Warners' "Sayonara," has accepted Eric Johnston's invitation to serve a one-year term on the Hollywood Production Code Review Board.**

**Goetz will be one of four non-member independent producers officiating on the 20-member appeal board. Also on the board are six leading exhibitors and one representative from each of the 10 motion picture corporations subscribing to the Production Code.**

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## Georgia City Bars "Acre"

HOLLYWOOD—Director Anthony Mann last fortnight charged civic and business interests in Augusta, Ga., with "organized harassment" in preventing the filming of Erskine Caldwell's controversial novel, "God's Little Acre," in that area. Shooting on the $1.5 million film, in which Mann and Caldwell are partners with United Artists, is to start Sept. 3.

## Balaban On Chromatic Board

NEW YORK—Barney Balaban, president, Paramount Pictures Corporation, and Borge Hansen-Moller, California investment banker, were elected directors of Chromatic Television Laboratories, Inc.

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## Loew's Management Barred from Proxy Solicitation

WILMINGTON, DEL.—A Chancery Court order restraining Loew's, Inc., Joseph R. Vogel, William A. Parker, George L. Killion, John L. Sullivan and others from using Loew's funds to solicit proxies was issued Aug. 13 by Chancellor Collins J. Seitz.

The chancellor's order also restrains these defendants from using or allowing officers and employees of Loew's, Inc., or its subsidiaries to solicit or request proxies from stockholders in favor of the individual defendants or anyone asociated with them.

A hearing on whether a preliminary injunction should be issued following the temporary restraining order is set for tomorrow (Aug. 22) at 2:30 p.m. in the Court of Chancery. Plaintiff in this action is Ralph B. Campbell, Lexington, Ky., stockholder owning 2,000 shares of Loew's.

The Campbell complaint points out that in proxy material for a Sept. 12 stockholder meeting, Vogel said he intended to spend $100,000 of the corporation's money on his personal behalf in conection with the proxy solicitation.

Chancellor Seitz also signed an order permitting Wilmington attorney Clair J. Killoran to intervene in the Tomlinson case for two groups of stockholders, totalling 67 owners of 160,000 shares.

Both groups seek orders restraining any person purporting to act for and in behalf of Loew's from interfering with the holding of a special stockholders meeting heretofore called for Sept. 12, 1957.

One of the groups, 53 holders of 100,000 shares, seeks a decree holding the election of L. B. Mayer and Samuel Briskin invalid.

# Allied, COMPO Near Agreement On Return

PITTSBURGH—The Allied States Association board of directors, meeting in the Penn-Sheraton Hotel here last week, approved the draft of the industry conciliation plan developed at conferences in New York earlier this summer, and conditionally voted to acept the invitation of the COMPO governing committee to return to membership in that group.

The Allied directors emphasized that endorsement of the conciliation plan does not constitute acceptance of conciliation as a substitute for an arbitration system, as recommended by the Senate Small Business Committee following its report on Washington hearings last year on exhibition problems. The board directed Allied representatives on the arbitration negotiating committee to insist that any effective arbitration system must include a clearance provision.

The return of the exhibitor association to COMPO membership was predicated on the inclusion of an Allied representative on a COMPO governing committee of three members and that the governing committee carry out its promise to recommend to the COMPO executive committee the adoption of reforms discussed between Allied and COMPO committees. The promise was said to have been contained in a telegram to Abram F. Myers, Allied board chairman and general counsel, in a telegram last May 3.

The board went on record in support of Loew's, Inc., president Joseph R. Vogel in his current dispute with an insurgent group within the corporation, charging that the anti-management foes on he Loew's board propose to "liquidate" the company, not to "perpetuate" it as a film producer and distributor. The director voiced disappointment that Vogel has not, in his short time as president, had the opportunity to work out what were described as "the necessary reforms" in the company's distribution practices.

# Circuit Sets Novel "Pay Anything" Policy

INDIANAPOLIS — A "pay-what-you choose" admission policy for Paramount's "The Ten Commandments" was put into effect last fortnight in the Syndicate Theatres' Crest, Wabash, Ind., according to an announcement by Trueman Rembusch, circuit secretary and treasurer. The novel move marked the first time that such a policy has been used for a major attraction in this country.

In permitting the patron to determine his admission price, the circuit expressed its belief in the "innate integrity" of its customers, noting that as much as $2.20 has been charged for the film elsewhere and that moviegoer "must pay something" according to the terms of the distributor's contract.

The announcement explained further that the "unprecedented offer" was made because the theatre management considered the film one that should be "viewed by every man, woman, and child." It was added that all revenues in excess of Paramount's percentage would be turned over to the Will Rogers Memorial Hospital, without deduction for theatre overhead, because the management feels that "a profit motive should not attach to a religious picture."

*Editor's Note: See editorial, "THE BIG QUESTION OF ADMISSION PRICES."*

## Bloom Joins NTA As Production Head

NEW YORK—William Bloom, veteran Hollywood film producer and executive, has been appointed executive producer and head of all National Telefilm Associates film production, Bernard Tabakin, vice-president of the western division of NTA, announced last week.

The appointment of Bloom coincided with the promotion of Sylvia Seymour, NTA west coast executive, as assistant to Bloom. Miss Seymour will act as co-ordinator for all film production on the Pacific coast.

"The appointment of William Bloom is another step in the rapid expansion of NTA," Tabakin said. "He will have complete charge of all film production of NTA and will screen all new properties for the forth-coming season of 1958."

Bloom will supervise film production of the current television series now being produced for NTA by 20th-Fox studios and Desilu, as well as all future productions.

Bloom was most recently at RKO where he produced "I Married a Woman" starring George Gobel and Diana Dors. Previous to that, he produced "On the Threshold of Space," the Edison Foundation award winner, "Inferno," and "The Glory Brigade" at 20th-Fox, and both produced and served in an executive capacity at Columbia Pictures.

### Toll-TV Rights Sought

DENVER—A toll television franchise has been requested of the City Council and has been referred to the city attorney for a legal opinion which, if favorable, would open the way for public hearings.

The non-exclusive franchise has been requested by Gene O'Fallon and Sons, which has wide experience in television and radio. Gene O'Fallon launched the first television station in Denver, and for more than 25 years operated radio station KFEL. Both stations have been sold.

O'Fallon said the toll TV programming, if the franchise were granted, would include opera, ballet, theatrical attractions, first run films, educational courses, debates, discussions, and sales and medical clinics. The plan, as proposed, would include facilities similar to those used by the telephone company and burglar alarms.

# "Do It Yourself" Promotion Plan Urged On Studios By AB-PT's Hyman

NEW YORK—A "do it yourself" promotional plan which would assign to each major distributor a month to bring public attention to his product, along the lines of 20th-Fox's film presentation "The Big Show," was outlined last week by AB-PT vice-president Edward L. Hyman in connection with an availability questionnaire submitted to the majors.

"There is no question in my mind," Hyman said, "but that a plan like this, properly worked out, could really revive the interest . . . of our lost audiences." He added that AB-PT circuit affiliates could be relied upon to offer every assistance, taking care to note that he does not intend that such presentations take place in AB-PT theatres only.

In outlining a procedure for the promotion, Hyman suggested that each producing and distributing company should work out its own program, the format and content entirely up to the company, and that special public showings be held in connection with a pre-arranged invitational audience to which prizes be offered for essays based on the material shown.

He also pointed out that the presence of stars and starlets appearing in the promotion film would be very useful.

### Film Deal With Soviet Discussed By MPAA Exec

**WASHINGTON — Preliminary discussions with respect to the sale of American film product to the Soviet Union have taken place between Soviet Ambassador Georgi N. Zaroubin and Kenneth Clark, Motion Picture Association of America vice-president, it was disclosed by the latter last week. It was understood that further talks were tentatively set for the end of next month.**

**According to one report, the Soviets are said to be insistent still that any deal be contingent upon a guarantee that Russian films receive playing time in 10,000 U. S. theatres, a demand which prevented an accord last year when MPAA president Eric Johnston was in Moscow.**

## Schmertz Succeeds Father In Cleveland

SCHMERTZ

NEW YORK—Ray Schmertz, 20th-Fox Indianapolis branch manager, has been named to succeed his father, I. J. "Izzy" Schmertz, as head of the company's Cleveland exchange, it was announced last fortnight by general sales manager Alex Harrison.

At the same time, Harrison announced that Howard B. Kinser, a salesman at the Kansas City office, has been promoted to the Indianapolis branch managership, and that Herman W. Hallberg, salesman at Indianapolis, has been named branch manager at Omaha.

The three promotions, according to the general sales manager, are in line with 20th's policy of filling key sales positions with outstanding men from within the organization.

# Walter Reade, Inc. Buys Kassler Interest In Continental Film Firm

NEW YORK—Walter Reade, Inc., has purchased Frank Kassler's interest in Continental Distributing, Inc., and will now control 100 per cent of the company, it was announced last week in a joint statement by president Frank Kassler and chairman of the board Walter Reade, Jr.

"We (Frank Kassler and Walter Reade, Jr.) have been associated in Continental for five years, and in that time have had the satisfaction of seeing the company grow and prosper. In addition, a warm personal relationship between us has been fostered.

"The present separation of our business interests is by mutual agreement, and was arrived at in a completely friendly atmosphere."

Continental was formed in 1952 with Kassler as president and Reade as chairman of the board. In 1954, the company concluded a co-production arrangement with J. Arthur Rank Organization for "To Paris With Love," Alec Guinness starrer, which represented one of the largest financial commitments ever made by an independent distributor. Last year it made a similar arrangement for "The Ladykillers," also starring Alec Guinness. The success of these two films, along with several others, made Continental one of the largest independent distributors in the United States.

Continental today has sales representatives in major cities throughout the country, and a backlog of seven unreleased films, including "Brothers in Law," "A Man Escaped," "Gervaise" and "A Novel Affair."

### Producer Protests Banning

HOLLYWOOD—The United States Senate's investigating committee was called upon last week by Lindsley Parsons, producer of "Portland Expose," an Allied Artists release, to probe circumstances surrounding alleged pressure groups exerting influence on Washington and Oregon exhibitors to cancel dates for the film.

Parsons contended, in writing to Senator John McClellan, chairman of the Select Committee on Improper Activities in Labor and Management, that nearly 20 northwest theatres cancelled the picture, which was set for world premieres in the area last week. Circumstances surrounding the cancellations indicate that "some pressure groups or powerful, interested individuals" influenced the actions of exhibitors, who gave "evasive" or indirect answers when queried for their reasons, Parsons said. The producer pointed out that "such a situation is unprecedented in the history of the motion picture industry."

"Portland Expose" is a fictional story suggested by facts uncovered in a recent Senate investigation of Portland politics and was filmed primarily in Portland.

### "Schweitzer" Distribs Set

NEW YORK—Louis de Rochemont Associates, world-wide distributors of the "Albert Schweitzer" picture, have completed arrangements with the following sub-distributors for distribution in their respective territories:

Donald D. Mungello, Pittsburgh; Max Roth, 1301 South Wabash Avenue, Chicago; and Lewis Ginsberg, 250 Stewart Street, Boston.

### Wilde Joins Whitney

LOS ANGELES—C. V. Whitney announced last fortnight that Arthur L. Wilde has been named director of public relations for C. V. Whitney Enterprises, Inc., and also personal consultant to the producer. Wilde resigned as an associate of Blowitz-Maskel to accept his new post immediately.

*Universal's* **"MAN**

UNIVERSAL'S
SPECIAL PICTURE FOR
HOLLYWOOD'S
GOLDEN
JUBILEE

LIFE
JAMES CAGNEY
DOROTHY MALONE · JANE GREER
MAN OF A THOUSAND FACES
JAMES CAGNEY
DOROTHY MALONE
JANE GREER
"MAN OF A THOUSAND FACES"
LOOK
Motion Picture
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*Universal-International presents*

## JAMES CAGNEY · DOROTHY MALON

As sensational as in her Academy Award performance for "Written on the Wind

with MARJORIE RAMBEAU · JIM BACKUS · ROGER SMITH · ROBERT J. EVANS · Directed by JOSEPH PEVNE

Screenplay by R. WRIGHT CAMPBELL, IVAN GOFF and BEN ROBERTS · Story by RALPH WHEELWRIGH

# OF A THOUSAND FACES"

will be powerfully pre-sold with a

**NATIONAL MAGAZINE AD CAMPAIGN**

in the leading national weeklies,

plus select top-readership publications

with an audience in excess of 80,000,000!

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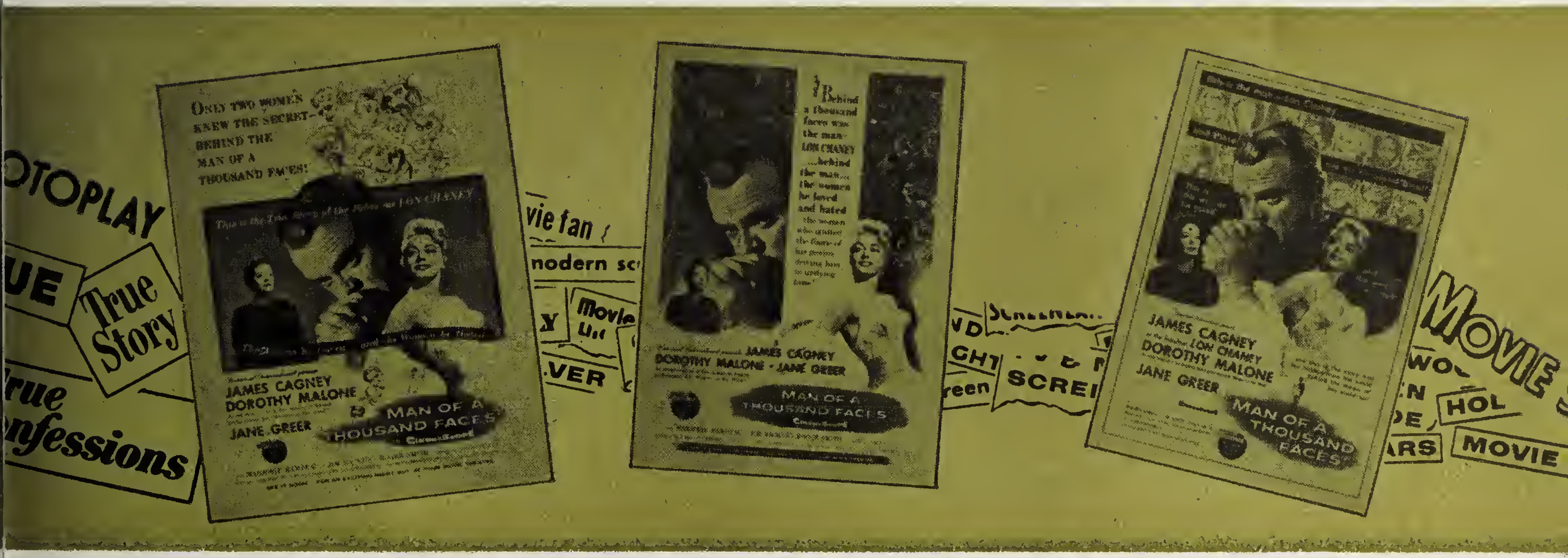
in the nation's leading markets!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True Story
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ONLY TWO WOMEN KNEW THE SECRET—BEHIND THE MAN OF A THOUSAND FACES!
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JANE GREER
MAN OF A THOUSAND FACES
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JANE GREER
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**ANE GREER**

oduced by ROBERT ARTHUR

## "MAN OF A THOUSAND FACES"

IN CINEMASCOPE

# Telemeter Toll-TV Demonstrations Via Closed Circuit Launched in N. Y.

NEW YORK—Subscription television equipment demonstrations in the Savoy Plaza Hotel were begun last week by International Telemeter Corporation, which will continue to exhibit its wares there for several days more. The equipment was shown earlier on the west coast in the Paramount Sunset Studios and was brought to New York to be shown to leaders in the industry, press, sports, television, finance, talent groups, labor organizations, education, and city administration.

Present for the opening demonstrations were Barney Balaban, president of Paramount, which owns 90 per cent of ITC; Louis A. Novins, ITC vice-president and managing director; and Paul McNamara, vice-president. McNamara conducted the demonstration, and Balaban and Novins were available to answer questions.

Balaban opined that toll-TV could aid exhibitors everywhere, although he conceded that it could mark the end of many marginal theatres.

On view are a typical Telemeter studio and a television receiver, in a home setting, to which the Telemeter pay device has been connected. The demonstration was on a closed-circuit basis, although it was stressed that the system is compatible with over-the-air toll TV. Three channels are offered in the setup, and the attachment includes the barker sound channel, the price of programs available, and a slot for inserting coins of all denominations for a program.

*Editor's Note: For details, see Mel Konecoff's New York Scene.*

## UA Films To TV

NEW YORK—United Artists has sold 26 theatrical films, one half of its current 52-feature offering, to WCBS in New York, it was announced today by John Leo, UA director of television sales.

Negotiations are well advanced for the sale of the other half of the program in this market.

With consummation of the sale to the CBS outlet, the 52 features, principally releases of 1954 or later, have been sold in 45 TV markets since distribution was begun in June of this year.

The 26-picture group just sold to WCBS will be broadcast by the station on a limited-run basis over a three-year period.

The 52 United Artists releases comprise the only existing major offering of all post-1948 features. Thirty-two of these were released theatrically in 1954 or later. Twenty-four are in color.

The group numbers such attractions as "The African Queen," "Moulin Rouge," "Return to Paradise," "Red River," 'The Purple Plain," "Beachhead," and "Suddenly."

## Fox Names Zantman

NEW YORK—J. B. Zantman has been appointed branch manager of 20th-Fox' new office in Vietnam, Saigon, it was announced last week by Emanuel Silverstone, vice-president and general sales manager of the company's International organization.

Zantman has been associated with the industry since 1947 when he became co-founder of the Java Cinemas Limited. In 1949, he was made chairman of the board and general manager of this chain of theatres.

## DeMille Epic Racks Up $23 Million Gross

**NEW YORK—In its 40th week in the Criterion, "The Ten Commandments" has chalked up a total gross of more than $2 million, it was announced by Paramount last week. The average weekly gross of the film in the 1,700 seat house has been slightly more than $49,000, with the number of tickets sold since the beginning of the engagement placed at 850,694. The DeMille production has grossed more than $23 million to date in some 300 engagements across the country.**

**In preparation for the international release of the picture, Paramount has named George Fraser as international coordinator of promotion and public relations. Fraser also will act as liaison to integrate the company's world wide promotion activities with the global distribution plans of the sales department.**

## Maryland Censors Seek "Restricted" Label

WASHINGTON—The Maryland Board of Motion Picture Censors proposes to add the category of "restricted" motion pictures to existent "approved" and censored" categories, it was learned last week.

Board chairman C. Norton Goldstein, in agreement with his associates, was reported to feel that a law should be enacted which would force the labeling of films which are found acceptable for adults but harmful, in their opinion, for minors under 16. Attorney-general C. Ferdinand Sybert has been asked for an opinion with respect to constitutionality.

The censors suggest legislation which would require exhibitors to use the restricted label in advertising, under penalty of fine for failure to do so. The board, which has been overruled in the past by state and federal courts, including the Supreme Court, says that it wants the right of partial censorship in a label which would put parents on guard.

## Ferguson Promoted To Col. Ad Director

NEW YORK—Robert S. Ferguson has been appointed director of advertising, publicity and exploitation for Columbia Pictures, succeeding Howard R. LeSieur, who resigned, it was announced last week by vice-president Paul N. Lazarus, Jr.

FERGUSON

LeSieur, who had served in the position since December, 1951, said that there had been an amicable settlement of his contract, which was to expire at the end of the year.

Ferguson, who has been with Columbia for 17 years, has been assistant to the director of advertising, publicity, and exploitation since August, 1950. He entered the industry by joining the Warners advertising and publicity department in 1938, after having worked in the national advertising promotion department of the Scripps-Howard newspapers.

He came to Columbia in 1940 and served in the press book department and as an advertising copywriter before being named press book manager in 1946.

## Decca Earnings Rise

NEW YORK—Consolidated net earnings of Decca Records, Inc., for the six months period ending June 30, 1957, including the company's share of undistributed earnings of its subsidiary Universal Pictures Company, Inc., amounted to $1,742,600, equal to $1.08 per share on the 1,602,501 outstanding shares of capital stock.

In the corresponding period of 1956 Decca reported earnings of $1,536,521, equal to 96 cents per share on the same number of shares outstanding.

## UA Sets Bookings Record

NEW YORK—A record total of 20,856 United Artists feature bookings were run off in the United States and Canada in the course of United Artists Week, June 30-July 6, UA distribution vice-president William J. Heineman announced last fortnight.

## THE NEW YORK SCENE

(*Continued from page 6*)

**be nicer to have people in the theatres than to worry about the overhead with empty seats? Just asking.**

THE METROPOLITAN SCENE: Republic's Dick Altschuler, director of world sales, announced a couple of promotions which give us pleasure to report. Joe Wohl, former New York branch manager, has been named assistant to Altschuler with headquarters at the home office, while Bob Eannon has been named to replace him at the branch. A swell break for a couple of nice guys, who know their way around. . . . Vaudeville at the world famous Palace is through, at least until a big name comes along with the time and the talent. Then we have a hunch the in-person shows will be back. Reasons for the live talent elimination were a shortage of artists, with repeats being necessary, and a shortage of customers for the combo shows that missed carrying the label called great. . . . Horror and showmanship of the old-time variety paid off for the Paramount when "The Curse of Frankenstein" registered a gross double that of many a bigger picture on its opening week. A bow is due the Warners publicity staff and the gang at the theatre. It's a ballyhoo world still. . . . Over in Brooklyn the Paramount will rock and roll come the Labor Day weekend because managing director Gene Pleshette has signed Alan Freed to feed the youngsters what they want from the theatre's stage. It seems they still want Little Richard and his rock-n-roll cohorts. . . . The Roxy's Bob Rothafel is scouting Europe for unusual talent to present from that theatre's stage. He's not depending on pictures alone. . . . Our best wishes to Bob Ferguson, new director of advertising, publicity, and exploitation at Columbia. He's a good man. (Aside to Robert: When do we send the bill for you-know-what?)

# $HOWMAN$HIP $WEEP$TAKE$

## 1955-56 SERIES Finalists In Contest No. 16

**George Nonamaker**
*Editor*

## Showmanship Holiday Unknown To Winner

PHILADELPHIA — The winner of this month's SHOWMANSHIP SWEEPSTAKES $100 is Nyman Kessler, Stanley Warner's De Witt, Bayonne, N. J., whose entry covering many ideas resulting in what he termed "Continuous Showmanship" surely will give many other exhibitors an outline on "how to do things" towards reviving ailing box-offices.

The other entries maintain a standard of quality in the line of "showmanship" and while all could not win, in the eyes of the judges this was a close contest indeed.

### WINNING ENTRY

### CONTINUOUS SHOWMANSHIP

**Submitted by Nyman Kessler,**
**SW De Witt, Bayonne, N. J.**
**2800 seats · 85 cents top admission.**
**General patronage.**

Showmanship has no intermissions at this theatre!

That is the boast of this hustling manager, who was interviewed recently by a reporter from the local Bayonne Facts because of the many civic activities which the theatre participates in throughout the year. The theatre has really became an integral part of the civic life of the city.

Recently a discussion was held at the Bayonne Jewish Community Center on "Censorship—Safeguard Or Threat". Kessler was selected to speak on "movie censorship" with others covering television, comic books, etc. He made sure that he publicized the greatness of Hollywood's current and future productions; and, naturally, made mention of those coming soon to his theatre. This discussion was co-sponsored by the public library, the Y.W.C.A., the National Association for the Advancement of Colored People and the Council of Jewish Women. During the question and answer period, Kessler was able to boost the movie industry to its heights, and made many a friend for his theatre. He was able to obtain a number of pamphlets on censorship from the New York office of the Motion Picture Association of America, who were very cooperative.

Also along civic lines, the theatre had for the third year in a row, the local Girl Scouts setting up a booth in the large lobby for the sale of their cookies. Naturally, they manned the booth themselves; but we advertised this through a trailer on our screen, which they supplied from the Weston Cookie Company. They were pleased with results and the money made. You can't buy such good will. This only required a little effort on our part in the storing of the cookies after each day's sales.

Meanwhile, we have never overlooked our children's activities. Extra kiddie matinee shows are always profitable. We pass along several so others may try them. With the popularity of Space and Science Fiction we had a SPACE-O-RAMA SHOW wherein we showed a science fiction feature, a space ship serial, and 10 cartoons. This show made the box-office figures happy and the candy concessions department worked overtime, too.

Another, was a 10-unit LAUGH-O-RAMA show for kids, wherein we showed an Abbott and Costello feature, a three-stooges comedy, three other two-reel comedies, and 6 cartoons. Needless to say, giving the kiddie matinees a different twist means extra money at the boxoffice, as we generally have a kiddie show here each and every Saturday matinee, as well as on holidays and the weeks when children are out of school.

We also had a DISNEY-RAMA show on a Saturday matinee. We gave the children a Walt Disney character mask free plus seven Walt Disney cartoons, plus two special action kiddie features. This may seem like a lot for the money, but quantity goes far in making these shows successful in all directions.

For those who are looking for something a little different to supplement screen shows, and who have a stage to make it possible, we recommend the stage show "Dracula and the House Of The Living Dead", which we did terrific business with recently. This show ran close to an hour and we packed with teen-agers, who go for these thrill things. We plugged heavily and got a $1.10 admission. We showed an old Abbott and Costello feature, "Hold That Ghost" with it plus the Bowery Boys in "Ghost Chasers". Each girl buying a ticket for this show got a small bottle of perfume or an identification bracelet free and a pass pre-dated for a coming show. They were dated for a number of advance shows so all would not be used at the same time. This type of show brings in a noisy type audience, but is worth the effort and both the boxoffice and refreshment concessions show remarkable results.

These things, of course, are in addition to our usual regular promotions on our regular run of film features.

MOTION PICTURE EXHIBITOR
— AWARDS —
**$100.00 Per Month**
TO THE WINNER
OF
**SHOWMANSHIP SWEEPSTAKES**
YOU, TOO, CAN COLLECT!
SEND YOUR ENTRY IN NOW!

Cary Grant · Deborah Kerr
An Affair to Remember

**Elaborate window displays heralding 20th-Fox's "An Affair to Remember" were set up throughout New York during the Roxy engagement. Above, the display at the American Export Lines office.**

### RUNNER-UP NUMBER 1

### "WEE GEORDIE"

**Submitted by Wm. Kanefsky,**
**Studio, Philadelphia, Pa.**
**500 seats · $1.49 top admission**
**General and art house patronage.**

We played up the olympic angle of "Wee Geordie", and contacted the head of the Philadelphia Olympians, composed of former Olympic Athletes in the area, and arranged to have an 'Olympic Night' for them. Letters were sent to all members. This resulted in advance stories in the local newspapers and a picture break in the Sunday Bulletin. A one-sheet was used out front for several days heralding the affair. The sports stars were introduced by local favorite Jack Kelly, Jr., to the theatre audience.

George K. Arthur, former movie comedian, and distributor of this film, came in for an interview with a Bulletin columnist and this resulted in quite an advance story prior to opening.

A tieup was effected with Rosenbluth Travel Agency, a sponsor of the popular Frank Ford show on WPEN. For 10 days Ford plugged Scotland in connection with the picture. Our cost was passes and a small lobby card.

Another tieup was with Scott and Hunsicker, mens' haberdasher who caters to Scotch clientele. He incorporated 'see' copy in one of his newspaper ads and gave us a Scotch display in his store. He also tied in copy on his radio commercials.

The display of a Messerschmidt car was promoted from a local dealer. This car was a traffic stopper while on display in front of the theatre for one week. Tie-in copy read "Wee Geordie" says 100 miles to a gallon is thrifty." The car was driven around central city streets.

Advance screenings brought excellent results. The groups covered were newspaper critics, TV and radio personalities, Scotch organizations, and coaches of local high schools and colleges. Letters were sent to all Scotch organizations memberships; and announcements were placed on bulletin boards of schools.

Full advantage was taken of the Penn Relays by getting space in the news columns.

In addition, it was arranged for the president of the Tower Club, a local organization composed of members 6 foot 2 inches tall or over, to be interviewed on WPEN. Letters were sent to all club members. And arrangements were made with the Tall Towne Dress

The gala world premiere of "3:10 To Yuma," one of Columbia's Fabulous Five, took place in Denver last fortnight with a host of Hollywood stars present, as well as representatives from most major newspapers in the U. S. and Canada. Left, Governor McNichols of Colorado, at microphone, welcomes the stars at the State Capitol and prepares to fire the starting gun for the parade. Center, Columbia vice-president Paul N. Lazarus, Robert Selig, Fox Intermountain circuit head, and Rube Jackter, Columbia executive, confer with the trade press. Right, Van Heflin, Jackter, and Glenn Ford get together at the premiere party.

Shop, which caters to tall girls, to send announcements to their mailing lists.

## RUNNER-UP NUMBER 2

### A BEAUTY CONTEST

**Submitted by Fred E. Godwin,**
**Rama, Warner Robins, Ga.**

**880 seats • 50 cents top admission**
**Air base civilian and military patronage.**

My reason for submitting a beauty contest is because of the unusual amount of newspaper publicity we received with it.

Our town planned a 14th anniversary celebration and then let each Civic Club in town do certain things. The Women's Club was delegated to have a beauty contest to select 'Miss 14th Anniversary' for the celebration. I discussed the matter with them; and then we went to work to have it at our theatre.

The newspaper agreed to publish a picture of each girl appearing in the contest, and even to pay for having the pictures made. For several weeks a group of these pictures appeared on the front page of the paper or elsewhere in prominent positions.

Led by such wonderful publicity and newspaper display, the town soon got into the groove for the big day. High government officials were invited to attend; and state newspapers also began to carry notice of the event.

A local florist furnished flowers free; and as the women spread around the word that we had agreed to give them a percentage of the gate to help with the expenses of the affair, merchants donated gifts for the queen, and the local radio station gave the winner a trip to Cuba.

The affair grew to such civic proportions that a film of the entire celebration was made, including the queen being crowned, and other interesting parts of the contest. Mayors from surrounding towns were judges and our own mayor crowned the Queen. The master of ceremonies was an officer from the airbase. Several contestants were also from the airbase, and this assured a nice group of rooters from their crowd.

The night of the contest two city newspapers had representatives at the theatre and a TV representative covered it.

The Queen rode next day in a large parade and we received more than our share of publicity from it. We had people attend our theatre who had never been there before, and many attended who had been away for years. It did us good to see them, and we have seen many of them back since so we know the stunt helped us in more ways than one. The contest was the best good will deal I know of, and the only expense we had was our regular advertising.

We did one thing, however, in order to give the ladies club a break on our percentage donation. We raised our price from our regular 50 cents admission to 75 cents and gave the Club the extra 25 cents. Nobody kicked.

## RUNNER-UP NUMBER 3

### CHARITY HIGH SCHOOL VARIETY SHOW

**Submitted by C. D. McFarling,**
**RKO Orpheum,**
**Sioux City, Iowa.**

**2600 seats • 85 cents top admission**
**General patronage.**

More than 50 local teen-agers—pupils from four high schools—banded together to present a variety show at our theatre for their own amusement and for the benefit of the Rotary Club youth fund.

The one and a half hour review included 24 acts of music, dancing and singing and comedy of all types, including the best talent from variety shows put on at each of the four city high schools during the school year. The teenagers made their own costumes and stage setting and created their own routines.

The idea started several years ago as a means of creating good will and additional revenue for the theatre; boosting a good cause; and getting the high school teen-age group interested in the theatre as an entertainment center.

In previous years we used the same idea to raise money for the March of Dimes. This year, however, the schools had too many activities at the time of the polio campaign so we changed it a little.

The show is lined up through the music departments of the high schools, always willing to cooperate. Each school has their own talent show and we pick the best acts from each to go into rehearsal for "the big show" on our professional stage—and do a good deed at the same time.

The show is whipped into shape by a selected director; and it runs about 90 minutes. When things get rolling we set out to get publicity and advance tickets sold. The two TV stations interviewed the kids every day for weeks and radio gave them gratis plugs. The youngsters went to club meetings in person and plugged their show. Newspaper cooperated and merchants put the tickets for a good cause, on sale at cashier counters.

The sponsor usually gives the kids a coke party after the show and they have a real time. The sponsor has always received a nice donation and the theatre gets a good house. It's hard work but the kind you love to do.

One thing we try to do in all publicity is to stay away from the idea that this is a theatre promotion. It is more acceptable to the media if it is an idea from the kids or the sponsor. And the sponsor likes it better—while the kids love it.

The show is played once only hitting the stage between film showings in the evening—somewhere around eight or eight-thirty p.m.

## RUNNER-UP NUMBER 4

### "FUNNY FACE"

**Submitted by Michael King,**
**Nortown, Toronto, Ontario, Canada.**

**959 seats • $1.00 top admission**
**General family type patronage.**

Our campaign on "Funny Face" centered around several displays and tieups, principally one on the Isetta automobile featured in the film. This we displayed in our lobby several days prior to opening and all during the two weeks of the engagement. It attracted an enormous amount of attention as at the time there were only five of these cars in Toronto. On opening night we had a second car, which was driven around the neighborhood suitably bannered. We parked it near our boxoffice and had a photographer take pictures of prospective patrons as they sat in it (and it is quite an experience to sit in one of these small cars).

The next week we displayed the photographs, 5x7 glossys; and presented them with our compliments to the people who identified themselves. Most of the photos were claimed.

We also had a fine display on Rollei cameras in our lobby in advance, which we kept up during the run. The camera store cooperating had a nice window display. We also had displays in Fishleigh Travel Service, two music stores, a dance studio, and a few others.

I took advantage of our general election campaign and put a 16 foot x three foot cotton sign on my car reading: "Everybody votes for Fred Astaire and Audrey Hepburn, Elected For A Second Week "Funny Face" at the Nortown." This was driven around town by my aides and myself and we managed to horn in on an election rally. We got a lot of attention.

We also ran a small candy bar contest for two weeks. This was in the nature of "Name Fred Astaire's former dancing partners". It was mainly intended to attract people to our refreshment bar, and it certainly succeeded. We had a list of 13 former dance partners and we actually had three winners.

# TO THE SHOWMEN OF AMERICA FROM J. H. (TOMMY) THOMPSON

**President, Motion Picture Theatre Owners and Operators of Georgia**

As an exhibitor I know one of the deepest concerns of the small town theatre operator is to see more pictures produced with family appeal. I am taking this opportunity to tell you about my experience with GOD IS MY PARTNER, which 20th Century Fox is presently releasing.

GOD IS MY PARTNER is a picture a theatre operator can take pride in showing to his fellow citizens. Our experience in the Georgia towns of Hawkinsville, Baxley, McRae, Eastman, Cochron, Warner Robbins, Perry, Ft. Valley, Monroe, Winder, Canton has proven a religious picture of this nature receives the unqualified endorsement and support of the local clergy, editors, civic leaders, organization chairmen, and opinion-makers.

The results on GOD IS MY PARTNER, which was opened with a world premiere in Hawkinsville July 17, has exceeded our fondest dreams. It has outgrossed some of the biggest pictures released this year. It is certainly a worthy successor to A MAN CALLED PETER and I'D CLIMB THE HIGHEST MOUNTAIN.

I want to express my appreciation as President of the Motion Picture Theatre Owners and Operators of Georgia to 20th Century-Fox for answering the demand which is always raised at exhibitor meetings for pictures that are suitable for cities and towns of every size, but are particularly pointed to the small-town theatre.

I urge all fellow exhibitors to take advantage of this opportunity.

Sincerely,

J. H. Thompson

# Industry Cooperation Spurs Hospital Drive

ALBANY—Generous cooperation from the IATSE operators and stage workers unions, the theatre staff, area performers, and press and radio highlighted the first of a series of special morning shows in the Stanley Warner Strand for the benefit of the Will Rogers Hospital and Research Laboratories at Saranac Lake, N. Y. Arranged by manager Al Swett, the affair attracted an audience comprised chiefly of children, who were admitted free but who made donations to the Audience Collections Drive.

Heading the stage show was Florian Zabach, television and recording violinist, who was appearing in the Club Colony. Swett planned similar stage and screen shows during August for the hospital.

**In Boston, Jimmy Fund volunteer workers open a flood of letters pertaining to the drive, a Variety Club project, which helps cancer-afflicted children. A portrait of Ted Williams, prominent supporter of the Fund, is seen in the background.**

# Gary, Boston's Newest, Opens With "Pride"

BOSTON—The city's newest film house, the Gary, formerly the Shubert-owned Plymouth, opened last fortnight with a special invitational premiere presented by Benjamin Sack, owner. Guests attending were greeted by a band, kleig lights, and other trimmings. Following the showing of "Pride And The Passion," the guests were invited to a lavish supper party in the Hotel Statler's Georgian Room.

The Gary has been completely redecorated by Louis Chiaramonte and has new foam rubber seats, a new air conditioning unit, mosaics and murals, new carpets, and a projection room equipped with Todd-AO projectors, installed by Massachusetts Theatre Equipment Company.

The Gary is the second theatre to be remodeled by Sack. Last September, he reopened the Majestic, renamed the Saxon, where "Around The World In 80 Days" is currently playing. Sam Richmond is the general manager of the Sack circuit.

## ALBANY

Abdul Karin, assistant to the chief censor of Indonesia, was here to observe the operation of the Motion Picture Division, State Education Department. . . . Arthur De Bra, who retired recently as director of community relations, Motion Picture Association of America, recently underwent major surgery in St. Francis Hospital, Poughkeepsie, N. Y. . . . A television trailer supported engagements of Columbia's "The Giant Claw" and "The Night the World Exploded" in the Leland and other theatres in the district. . . . Pat Sturdivant, 20th-Fox booker's stenographer, notified branch manager C. G. Pantages that she would return to her post following surgery. . . . The old RKO exchange is being offered for lease until 1961. Max Westebbe, former branch manager and now upstate Trans-Lux representative, took on the rental assignment.

## ATLANTA

Irving Shiffrin, United Artists field representative, was in to set up the campaign on Stanley Kramer's "The Pride and the Passion" for Loew's Grand. A special preview was held in the Garden Hill for press, radio, and television representatives. . . . An art gallery to the memory of the late Alfred Starr will be established in a new wing of the Children's Museum at Nashville, Tenn. Starr was president, Bijou Amusement Company, and a trustee of the museum. . . . Billie Hester has returned to the Capital Films accounting department after a leave of absence. . . . Earl Humphries, Theatrical Printing Company, returned to his desk following illness.

Arthur Greenblatt, Allied Artists southern district manager, was in to confer with branch manager Hobbs. . . .Paramount booker Carl Hardin resigned. . . .Biller Betty Franklin and shipper Jim Hamilton, National Screen Service, were married. . . .Sarah Jones has moved up from the switchboard to the booking department. National Screen . . . .Allene Robbins, 20th-Fox, resigned. . . . Jim Demos, formerly with Wilby-Kincey, Birmingham, Ala., now is assistant manager, Paramount here. . . .Pal Amusement's Pal, Abbeville, Ga., reopened. . . .Opal Ranson, Warners cashier, resigned. . . .Gault Brown closed the Greenback Drive-In, Greenback, Tenn., because of poor business. . . .C. T. Jordan, Sr., for many years a salesman for major exchanges and the father of Howco branch manager C. T. Jordan, Jr., died after a long illness.

## BOSTON

A strike of 250 mailers on six newspapers has caused a complete shutdown, leaving the city with one afternoon paper, the Christian Science Monitor. During the crisis, theatres have been buying radio and TV time for spot announcements of product, but space is at a premium. . . . The Minimum Wage Commission and Ernest Johnson, Commissioner of Labor, have accepted the new wage order for the amusement and recreation industry, as set up by the Minimum Wage Board, at 95 cents per hour for all workers with the exception of cashiers and ticket takers, 90 cents, and ushers, 85 cents, effective Oct. 1. . . . George Stewart, for 30 years manager Franklin, Durham, N. H., has retired to devote full time to his position of postmaster. The owners of the building for the Davidson estate are now operating the Franklin, with William Davidson as the manager. . . . Now that the Tilton, Tilton, N. H., is closed owner Mike Bruno has not made known his immediate business plans. . . . The Medford Twin Drive-In was the first ozoner in the country to play "Curse of Frankenstein" at a midnight showing. Managing director Harry Browning arranged to have an ambulance, a nurse and first aid equipment available for the occasion.

PROVIDENCE, R. I., NEWS—Jayne Mansfield was in town recently, for about eight minutes, but Albert J. Clarke, Stanley Warner Majestic manager, made it a memorable eight minutes, at least for the moviegoing public of this area. Miss Mansfield was on her way to Boston, on the last lap of her month-long tour promoting her latest picture, "Will Success Spoil Rock Hunter." Clarke, in whose house the picture was about to break, alerted newsmen, photographers, TV, and radio stations. Meeting the star as she arrived, in the New Haven Railroad president's private car, Clarke, accompanied by members of the press, boarded the train for Boston. Carefully-planned exploitation resulted in news-coverage by both WJAR-TV and WPRO-TV, on early and late news-telecasts; tape-recordings broadcast over radio-stations; and, as the climax, the Morning Journal ran a quarter-page story.

## BUFFALO

Mrs. Murray Whiteman is the principal beneficiary under the will of the late Variety Club chief barker. . . . Elmer Lux, past Variety chief barker and president, Buffalo Redevelopment Foundation, addressed the Kiwanis Club recently on the problems facing the metropolitan area in the next few years. . . . "Around the World in 80 Days" will end its Seneca run on Aug. 29 after 21 weeks, according to managing director Robert T. Murphy. . . . Bob Zanger, Universal field representative formerly associated with the New York Loew publicity department, was in working with George H. Mackenna and Bill Brereton, Lafayette, on new product.

## CHARLOTTE

Harry Buchanan, Hendersonville, N. C., exhibitor, was elected vice-chairman, Western North Carolina Planning Commission, at an organizational meeting in Asheville last fortnight. . . . The Paramount, High Point, N. C., located in part of the City Hall, reached an agreement with the City Council for a renovation program costing in the neighborhood of $30,000. The theatre will pay for the renovations and, in turn, the Council has agreed to reduce rental by $3,000 for a five-year period.

## CHICAGO

Jack Kirsch, Allied Theatres of Illinois president, led a delegation to Mayor Daley's office to battle the three per cent tax on theatre admissions. Accompanying him were David Wallerstein, B and K president; Edwin Silverman, Essaness circuit head; and Nate Platt, B and K general manager. . . . The Strand, Marshall, Ill., operated by Andrew W. Hall, was destroyed by fire. . . . The Frisina Amusement Company was preparing to reopen the Frisina, Taylorville, Ill. . . . James Thompson, retired B and K manager, died at Fort Wayne, Ind.

H. Patzloff was named 20th-Fox office manager. . . . Eddie Fitzgibbons, Paramount publicity head, was convalescing from pneumonia at his Wisconsin summer home. . . . I. Zatkin, Schoenstadt circuit general manager, was reported better following surgery. . . . Harry Rode, formerly with Warners, was named Kimbark manager. . . . B and K managerial shifts included James Immerman, from the Terminal to the Gateway; James Current, from the Biltmore to the Terminal; Robert Karft, from the Luna to the Biltmore; and Dave Williams, from the Crystal to the Bel-Park.

..and more good box-office news from Variety!

OLUMBIA'S TOWN ON TRIAL

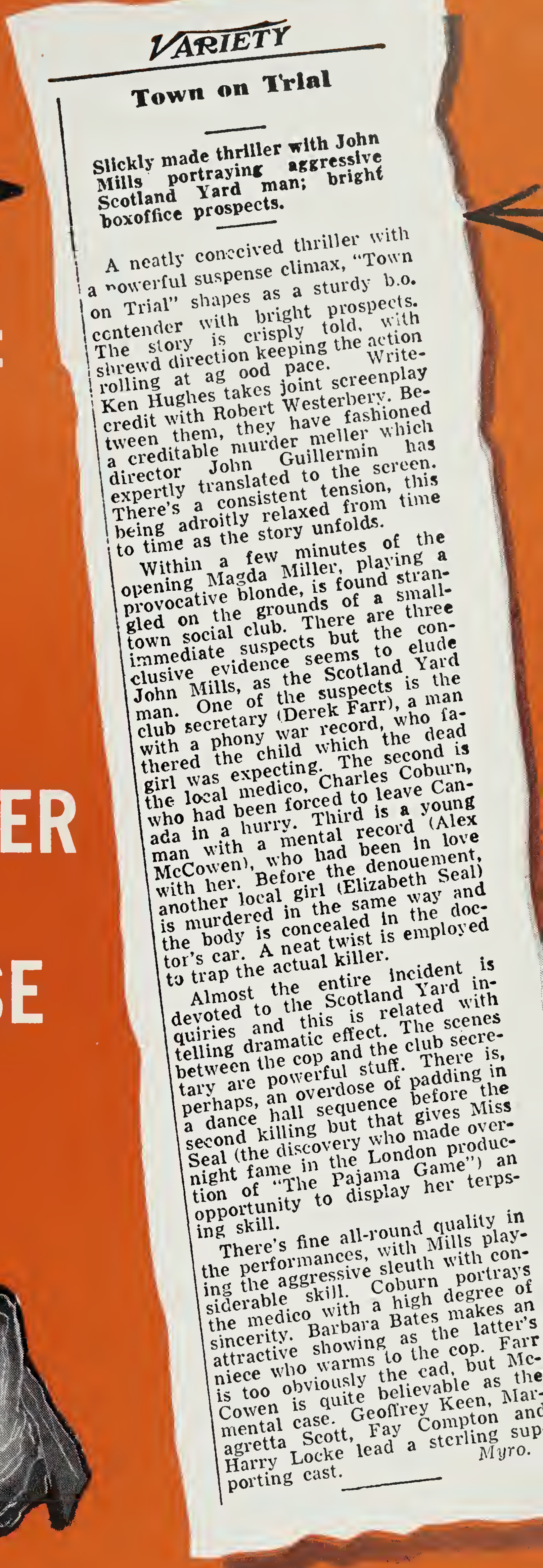
STURDY B. O. CONTENDER

ITH BRIGHT PROSPECTS...

NEATLY-CONCEIVED THRILLER

ITH A POWERFUL SUSPENSE

LIMAX!"



VARIETY

**Town on Trial**

**Slickly made thriller with John Mills portraying aggressive Scotland Yard man; bright boxoffice prospects.**

A neatly conceived thriller with
a powerful suspense climax, "Town
on Trial" shapes as a sturdy b.o.
contender with bright prospects.
The story is crisply told, with
shrewd direction keeping the action
rolling at ag ood pace. Write-
Ken Hughes takes joint screenplay
credit with Robert Westerbery. Be-
tween them, they have fashioned
a creditable murder meller which
director John Guillermin has
expertly translated to the screen.
There's a consistent tension, this
being adroitly relaxed from time
to time as the story unfolds.

Within a few minutes of the
opening Magda Miller, playing a
provocative blonde, is found stran-
gled on the grounds of a small-
town social club. There are three
immediate suspects but the con-
clusive evidence seems to elude
John Mills, as the Scotland Yard
man. One of the suspects is the
club secretary (Derek Farr), a man
with a phony war record, who fa-
thered the child which the dead
girl was expecting. The second is
the local medico, Charles Coburn,
who had been forced to leave Can-
ada in a hurry. Third is a young
man with a mental record (Alex
McCowen), who had been in love
with her. Before the denouement,
another local girl (Elizabeth Seal)
is murdered in the same way and
the body is concealed in the doc-
tor's car. A neat twist is employed
to trap the actual killer.

Almost the entire incident is
devoted to the Scotland Yard in-
quiries and this is related with
telling dramatic effect. The scenes
between the cop and the club secre-
tary are powerful stuff. There is,
perhaps, an overdose of padding in
a dance hall sequence before the
second killing but that gives Miss
Seal (the discovery who made over-
night fame in the London produc-
tion of "The Pajama Game") an
opportunity to display her terps-
ing skill.

There's fine all-round quality in
the performances, with Mills play-
ing the aggressive sleuth with con-
siderable skill. Coburn portrays
the medico with a high degree of
sincerity. Barbara Bates makes an
attractive showing as the latter's
niece who warms to the cop. Farr
is too obviously the cad, but Mc-
Cowen is quite believable as the
mental case. Geoffrey Keen, Mar-
agretta Scott, Fay Compton and
Harry Locke lead a sterling sup-
porting cast.
*Myro.*

COLUMBIA PICTURES presents

JOHN MILLS
CHARLES COBURN
BARBARA BATES

YOUR TOWN WILL GO FOR

# TOWN ON TRIAL

introducing ELIZABETH SEAL

Produced by MAXWELL SETTON · Directed by JOHN GUILLERMIN · Screen Play by ROBERT WESTERBY and KEN HUGHES · A MAXWELL SETTON Production

# Buffalo Exhibs Deny Summer Business Lull

BUFFALO—A recent, widely-publicized report that the motion picture business everywhere is suffering a fearful midsummer box-office decline and that Hollywood is primarily responsible brought vociferous retorts from Buffalo first-run managers, who declared it just wasn't so.

Arthur Krolick, district manager, American Broadcasting-Paramount Theatres, nodding toward the long lines at the Center, where "An Affair To Remember" was in its third week, said, "June was a little off due to commencements and unwise anticipation of them in programming. But the grads are coming in now." George H. Mackenna, manager, Basil's Lafayette, said his theatre has just closed its books on the fiscal year, with a 10 percent increase over the previous year. The Teck, home of Cinerama, was able to report that Stanley Warner was 33 percent ahead of last year in earnings and that the Teck now was getting ready for the presentation of the next Cinerama offering on Oct. 9. Robert T. Murphy, managing director, Century, didn't see how a quarter million dollar intake by one film in one city, the "Around the World in 80 Days" record here, could be construed as a slump.

Edward F. Meade, supervising manager, Shea Theatres, remarked that the first week's pull of "The Pride and the Passion," something around $30,000, compared favorably with all-time records. Meade said that "Island in the Sun" cracked all of last year's records for holdovers. "United Artists," said Meade, "is spending $19 million on films in production between now and the end of September. I have a feeling this is an investment pinnacle for this organization. It seems to indicate a certain confidence. Meanwhile, Hollywood has 48 new ones in work, 13 ahead of 1956, an excellent year."

## CINCINNATI

The Albee will be the local outlet for the closed circuit telecast of the Robinson-Basilio middleweight fight on Sept. 23. . . . Phil Chakeres, president, Chakeres Circuit, Springfield, O., and Ted Rose, chief engineer, completed an inspection of circuit houses in Kentucky. . . . Sunset Drive-In, Dayton, O., has been purchased from Silvan Rothchild by Max Milbauer, owner, Belmont Drive-In, and A. E. Chambers, owner, North Star Drive-In, both in Dayton. Midwest Theater Supply is reconditioning the ozoner for re-opening shortly. . . . Lawrence J. Dieckhaus has been appointed manager, Guild, an art house, by Willis Vance, owner. . . . 20th-Fox's "A Hatful of Rain" drew enthusiastic comments from exhibitors at a special screening in the Esquire. . . . In were Ervin Sochin, general sales manager, J. Arthur Rank; T. O. McCleaster, 20th-Fox district manager; and Robert L. Conn, 20th-Fox special supervisor of drive-in sales and bookings. . . . Frank Schrieber U-I branch manager, became a grandfather for the seventh time, while Mae Scholle, office manager, States Film Service, become a grandmother for the first time. . . . Henry Zumdick, 74, longtime ticket taker, Times, died of a heart attack.

COLUMBUS, O. NEWS—Exhibitors have been expressing regret at the resignation of Robert Wile, secretary, Independent Theatre Owners of Ohio, who is joining the Levin Brothers organization in Dayton, O., after six years in his present office. His successor will be named by the association's board of directors at a meeting here Aug. 27. Wile said his office is open, with Mrs. Mary Abrahamson in charge. . . . Manager Walter Kessler, Loew's Ohio, had a full complement of press, radio, and television interviewers on hand at Port Columbus to meet Jayne Mansfield during a brief stopover. . . . William O. Queen, Linden Air, and Clyde McCoy, Burlington Outdoor, Burlington, O., are new members of the Independent Theatre Owners of Ohio. . . . The Robinson-Basilio middleweight championship bout will be telecast via closed circuit in the RKO Palace on Sept. 23. . . . Van Wolf, exploitation representative for "Around the World in 80 Days," was here in advance of the opening of the Mike Todd feature slated for about Sept. 1 in Hunt's Cinestage, formerly the Uptown.

# Cleveland Variety Club Golf Tourney A Success

**CLEVELAND—Variety Club held its annual golf tournament last fortnight at the Pine Ridge Country Club. About 100 turned out for the dinner and evening entertainment.**

**The tournament results were, low gross, Bert Lefkowich, Community Theatres, tied with Joe Mayer, Hippodrome; lowest putts, another tie, between Jack Shulman, Lake, Painesville, O., and Sanford Greenberger, Fairmount; longest drive, Sanford Greenberger; and blind bogie, M. B. Horwitz, Washington Circuit.**

**Among the prizes awarded in the Donation Contest, conducted by the Variety ladies, Jack Armstrong, Toledo, O., and Sandy Weinstein, son of Joe Weinstein, each won a portable television set.**

## CLEVELAND

Bill Daurelle, MGM booker transferred to Indianapolis recently, has been moved back to Cleveland. . . . Bill Twig, Warners branch manager, was in Mt. Sinai Hospital for further treatment of phlebitis. District manager William J. Mansell was here to pinch-hit for him. . . . Paul Vogel, Wellsville, O., exhibitor, was at Camp Breckinridge, Ky., on a tour of duty . . . Jack Armstrong and Al Boudouris, Toledo, O., competing exhibitors, joined forces to entertain film salesmen on a boating party. . . . The Embassy, 1,200 seat downtown subrun, will experiment with first runs, beginning with Universal's "Run of the Arrow" and "Man Afraid," at the end of this month.

# "Pink" Luncheon Aids "Nightgown" Promotion

CLEVELAND—Jane Russell, here last fortnight to promote "The Fuzzy Pink Nightgown," scheduled to open Aug. 22 in Loew's State, was hostess at an all-pink press luncheon in the presidential suite of the Carter Hotel. The star dressed in pink, and the luncheon table was decorated in pink, the waiters wearing pink uniforms.

The luncheon started with pink grape fruit and ended with strawberry ice cream and pink cakes. Other pink items were pink bread, pink potatoes, pink cauliflower, pink cigarettes, and pink loaf sugar. Prior to the luncheon fuzzy pink cocktails were served and during the luncheon pink champagne was offered through the courtesy of Schenley.

The affair was devised and executed by Howard Pearl, United Artist field publicity representative, and Allen Loewe, Carter Hotel manager.

## DALLAS

The Grand Prairie, Tex., Ministerial Association voiced a complaint against alleged showing of "sexy" movies at a drive-in on Highway 80 near Arcadia Park, Tex. The movies, complained the pastors, are flashed onto a giant screen in view of all who drive down the highway between Grand Prairie and Dallas. The drive-in is located in an unincorporated area. . . . The Lagow, which had been closed for a short time, has re-opened for colored patronage. John P. Price has been named manager. . . . Frederic Anderson has joined National Theatre Supply as salesman, succeeding Tom Strother. Mrs. Neva Nell Turner became NTS bookkeeper, replacing Ed Cernosek, who was promoted to the sales department. . . . Two Dallas beauties will appear in the movie version of "South Pacific," Yvonne Craig and Muffett Webb, the latter a stewardess for Pan American Airways who was spotted by producer Josh Logan in flight from Los Angeles to Honolulu. . . . Jack E. LeMay, southwestern district manager, National Carbon Company, has been transferred to Pittsburgh, as mideastern manager. There will be no district manager here.

## DENVER

Pat McGee and Fred Brown, booker and buyer for the Black Hills Amusement Company, have dissolved their McGee Film Merchandising Company. Brown is again opening offices on Film Row to continue

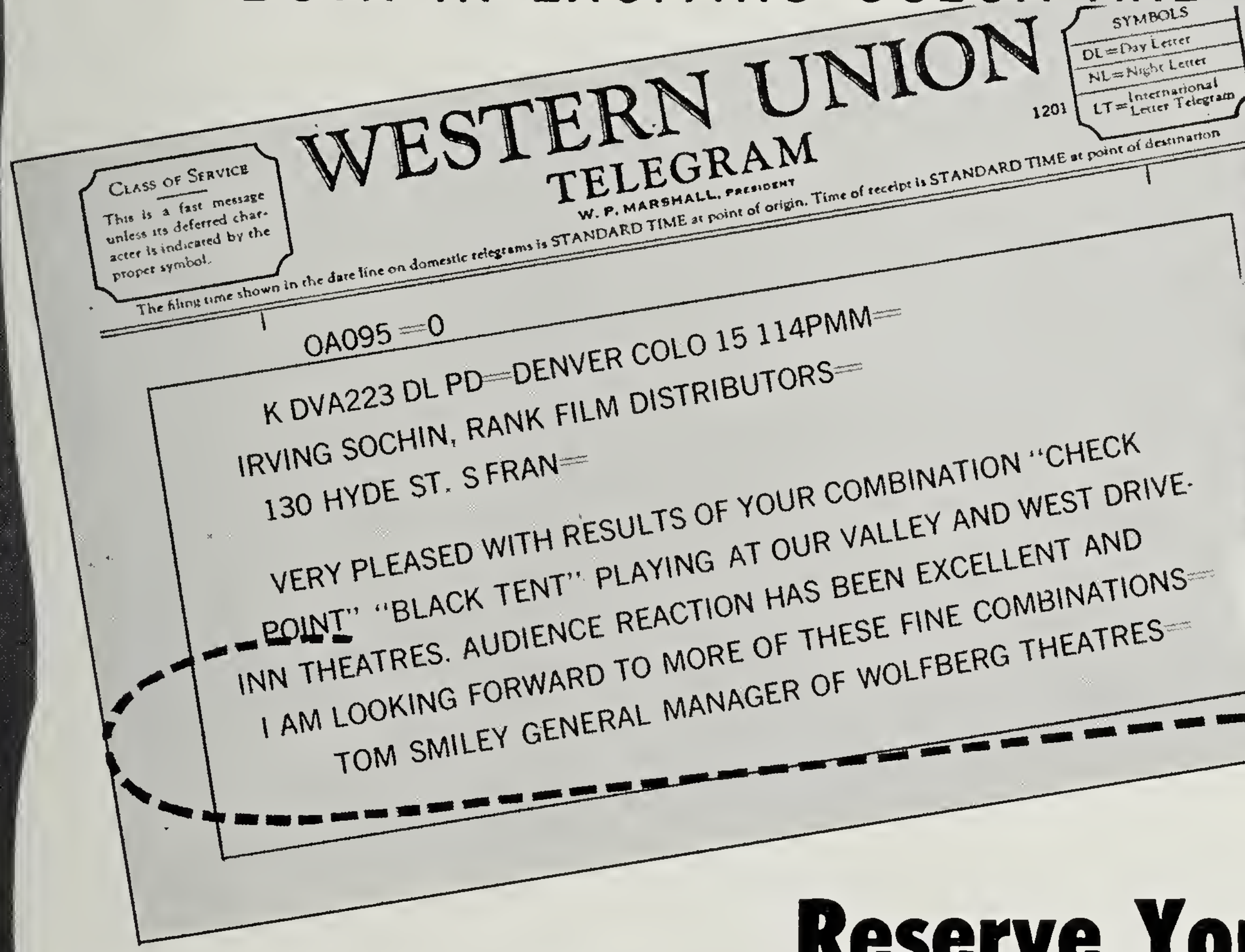
**Jane Russell, in Cleveland to promote "The Fuzzy Pink Nightgown" in Loew's State, is seen at a Carter Hotel luncheon with Frank Murphy, Loew's Theatres division manager; Elsie Loeb, industry reporter; Danny Rosenthal, United Artists branch manager, and Allen Lowe, Carter Hotel.**

SHOWMEN
HURRY!
HURRY!
HURRY!!

## AND YOU TOO
## WILL SMILE WITH SMILEY
## WHEN YOU PLAY

# CHECKPOINT and THE BLACK TENT

*BOTH IN EXCITING COLOR AND WIDE SCREEN*



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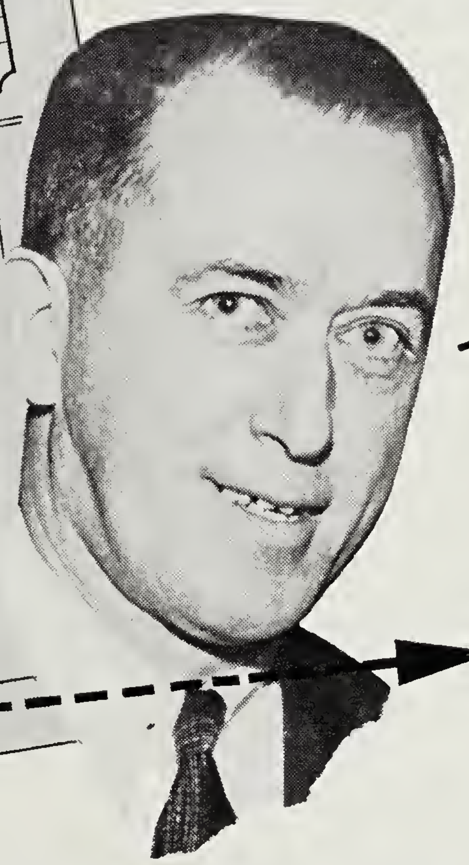
VERY PLEASED WITH RESULTS OF YOUR COMBINATION "CHECK POINT" "BLACK TENT" PLAYING AT OUR VALLEY AND WEST DRIVE-INN THEATRES. AUDIENCE REACTION HAS BEEN EXCELLENT AND I AM LOOKING FORWARD TO MORE OF THESE FINE COMBINATIONS=
TOM SMILEY GENERAL MANAGER OF WOLFBERG THEATRES=



*Thanks Tom!*

"The Man With The Gong" has many more fine hits coming your way!

## Reserve Your Prints Now!

**FOR THE "MAN WITH THE GONG" HIT COMBINATION WHICH IS ONLY THE FIRST THAT WILL BE MAKING HISTORY IN ITS BOXOFFICE PARADE ACROSS THE NATION!**

LOS ANGELES **25** THEATERS IN JUNE
SALT LAKE **5** THEATERS IN JULY
PROVIDENCE **14** THEATERS IN JULY

DETROIT **94** THEATERS IN AUGUST
CINCINNATI **20** THEATERS IN AUGUST
MILWAUKEE **23** THEATERS IN AUGUST

RANK FILM DISTRIBUTORS of AMERICA, Inc.

# Education Or Obscenity Texas Court To Decide

HOUSTON—Judge William A. Miller, County Court-at-Law, held court here recently in the screening room of the 20th-Fox exchange, where an audience of some 40 persons viewed "Mated," which had been seized in a police raid at the Avalon Arts on Jan. 9. He then told attorneys to return to argue whether the show was lewd and lascivious and whether the Avalon manager, Harry McHaffie, should be convicted for showing it.

At one point in the trial, Wallace C. Moore, prosecutor, indirectly gave his own review of the movie as he attempted to introduce testimony of a 17 year old youth and two 18 year olds who were in the theatre at the time of the raid on Jan. 9. "I don't say this movie if shown to a group of 99 year old men would incite them to lust," he said. "But if shown to a group of 16 or 17 it would tend to incite lust. Not all of them perhaps—there might be a few odd balls."

Taking an opposite view, William P. Walsh, defense attorney, said, "We feel the people of Harris County are mature enough to see a movie such as this one, which has educational values in sex instruction."

McHaffie himself did not testify. During the showing of the film, he stood at the rear of the screening room watching the audience. E. F. Brown, the former assistant manager, testified he warned McHaffie the picture "was rough," but McHaffie ordered it shown anyway. Brown was charged with McHaffie, but the charge was dismissed as the trial began and Brown appeared as a state's witness.

"Our picture begins where other ones end," said the narrator of the controversial film while it was being shown on the screen. But whether the movie itself ends in sex instruction or obscenity was still a wide open question.

# Dallas Film Company Okays Name Switch

DALLAS—United National Film Corporation was approved as the new name for Dallas Film Industries, Inc., at a stockholders meeting held here recently. Stockholders were told by Joe Graham, president, that an extensive program of film production for the national television and theatrical market made it advisable for the company to adopt a more universal corporate name.

Pollard Simons, local businessman, was elected chairman of the board of United National. Other new officers of the company are Roy R. McKee, treasurer, and James N. Landrum and P. B. Garrett, vice-presidents. Robert L. Madden was elected to fill an open position on the board of directors.

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with the Black Hills. McGee, together with his partner in the Tower, Earl Briggs, is entering the car-wash business. They have bought two car-washing establishments. McGee is closing his downtown offices and will headquarter at the Tower. . . . Louise Ferguson, office manager, National Theatre Supply, entered St. Joseph's Hospital for an operation. . . . Ben Snyder, postmaster at Gunnison, Colo., and former owner of the Unique there, has been named manager, West, a post he discharges in addition to that of postmaster. Snyder sold the Unique some time ago to Atlas Theatres, which later replaced it with the new West. Snyder succeeds R. W. Buckley, resigned. . . . Dick Lutz, National Theatre Supply assistant branch manager, spent two weeks in Salt Lake City at the branch there, confering with Ray Miller, manager. . . . L. E. Hobson, Distributors Corporation of America branch manager, was in Salt Lake City on a sales trip.

## HOUSTON

Harry McHaffie, operator, Avalon Art, was a top winner in the snapshot contest conducted by the Houston Post. . . . A membership drive was conducted by Variety Club, Tent 34. There were 15 drive teams, with board members serving as chairmen, each aided by seven members. . . . John Arnold has been named assistant city manager, Interstate Theatre Circuit, according to an announcement made by Al Lever, city manager here. Arnold replaces Russell Rindy, who died following a heart attack recently. He was formerly manager, Majestic. Other changes were to be announced shortly. . . . "The Ten Commandments" opened a run in the Village at popular prices, with a no reserved seat policy.

**Harry Gabriel, manager, Parkway, Miami, Fla., is seen in front of the theatre with his display for "The Little Hut." Gabriel has acquired a large following for the neighborhood house with intermission organ concerts in the lobby.**

## JACKSONVILLE

Miami exhibitor Mitchell Wolfson, Wometco Theatres co-owner, is a vice president of the new local NBC Television outlet, WFGA-TV, which has its first telecast slated for Sept. 1. . . . H. B. Meiselman, owner, new Town and Country, came here from Charlotte to effect an operational economy program in cooperation with manager Ed Linder. . . . Herb Roller went from the Edgewood to the Florida Theatre, Gainesville, Fla., while Ed Roberts took his annual leave.

## KANSAS CITY

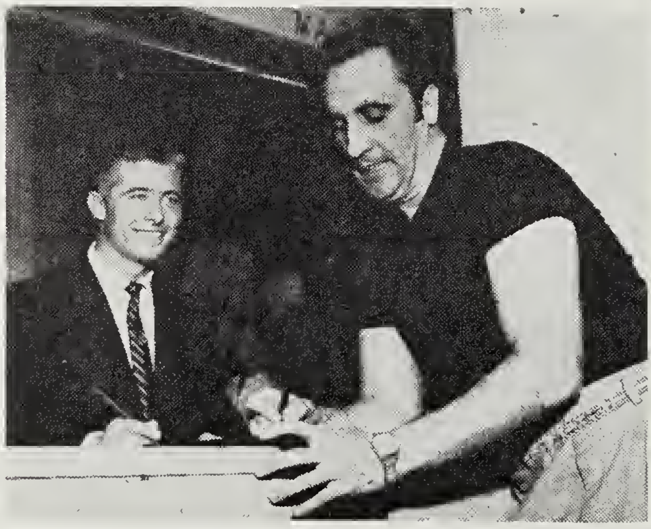
Mayor H. Roe Bartle proclaimed today (Aug. 21) as Cinerama Day in Kansas City, for the "Seven Wonders of the World" mid-America premiere. Mayor Bartle noted that the third Cinerama production, like its predecessors, is endorsed by educational, religious, cultural, and civic organizations in the United States, and that Cinerama Theatres, Inc., is contributing the proceeds of the premiere to the Catholic Free Library. . . . The playdate and collection drive in honor of United Artists general sales manager James R. Velde was held recently and the Kansas City exchange won first place in the division. . . . Tommy Thompson, Buena Vista branch manager, turned his ankle and chipped a bone in his foot, requiring crutches for a week. His secretary, Dorothea Warneke, returned to the office on crutches after an eleven-week absence due to a hip injury. . . . The world premiere of "The Parson and the Outlaw" will be held in Olathe, Kans., on Sept. 1. Buddy Rogers, born and reared there, will be home for the event and the film will be shown in conjunction with the City's centennial celebration.

## NEW HAVEN

HARTFORD, CONN. NEWS — Charlie White, veteran stagehand, is the new stage manager, Loew's Palace, succeeding Rube Lewis, retired. Replacement for Lewis as business agent, Local 84, IATSE, was to be announced. . . New family-approach advertising is being used by Charles Kleiman, E. M. Loew's Candlelite-Pix Twin Drive-In, Bridgeport, Conn. He's running such lines as "Bring the Baby, Too! We Have Bottle Warmers!"; "Give the Wife a Break! Take Her to the Candlelite-Pix Twin Drive-In!"; and "With the Kiddies? Bring Them to the Giant Cartoon Festival."

## NEW ORLEANS

The Kenner, Kenner, La., has been sold by Britton M. Huff to a church organization for use as a recreational center. It was the only theatre in town. . . . Elaine Favalora, chief bookkeeper and cashier, Joy's Theatres, resigned to get married. . . . Mrs. Tom Knight, new owner, Royal, Clayton, La., suspended operations for two months to undertake extensive renovations. . . . The hurricane-damaged Pelican Drive-In, Jennings, La., postponed reopening until Aug. 25, according to



**Tim Carey, right, starring in "Bayou," the Fessler- Ripps United Artists release, registers at a Hartford, Conn., hotel prior to the New England premiere of the picture in Loew's Palace there. Carey participated in three days of promotion, arranged by Harry F. Shaw and Lou Brown, Loew's Poli New England Theatres.**

**Louisiana Governor Earl K. Long, seated, signs a proclamation designating "Band of Angels" day throughout the state, in honor of the Warners release, as A. M. Jacob, manager, Hart, Baton Rouge, La., looks on. The feature opened in the Hart, launching a 100-theatre saturation in the area.**

# THE SEARCHERS glorified the Southwest,
# THE MISSOURI TRAVELER dramatizes the great Midwest

oducer Patrick Ford and President C. V. Whitney on the set of 'The Missouri Traveler.'

'The Missouri Traveler,'
the second picture in the American
series, is as dynamic and
warm-hearted as America and as the
state of Missouri
in which the story takes place.

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# The Missouri Traveler

o-starring BRANDON DeWILDE, LEE MARVIN, GARY MERRILL, PAUL FORD

and introducing MARY HOSFORD

Directed by **JERRY HOPPER** • Produced by **PATRICK FORD**

Screenplay by **NORMAN SHANNON HALL**

**C. V. WHITNEY PICTURES, INC.**

C. V. WHITNEY, President • PATRICK FORD, Vice-President in charge of production

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**Distributed by BUENA VISTA**

**Jack Sanson, manager, Stanley Warner Strand, Hartford, Conn., watches as JoAnn Bronson, a past Miss Connecticut winner, welcomes Robert Sterling and his wife, Anne Jeffreys, to the Connecticut premiere of "Around the World in 80 Days."**

**Robert K. Shapiro, right, managing director, Paramount, New York, looks on as Miguel Torres receives "The Curse of Frankenstein" award as the "ugliest man in the world" from Sanita Pelkey, Miss New York State in the recent Miss Universe contest.**

**At the Philadelphia International Airport, American Airlines hostesses turn over $250,000 worth of diamonds on a special stocking fitted to a cast of Cyd Charisse's leg to J. J. Barr, Barr's Jewelers, for store window display during the run of MGM's "Silk Stockings."**

# Allied Unit Announces Convention Details

DES MOINES—COMPO, film buying, and showmanship will headline the annual convention of Iowa-Nebraska Allied, to be held Sept. 10-11 in the New Inn, Lake Okoboji, Ia. It is the first time the association has combined its summer Lakes meeting and the annual convention.

Showmanship will be discussed by Kroger Babb, Hallmark, and Mike Simons, MGM. Telemovies will be presented by Edward W. Lider, secretary, Allied States Association, and Ben Marcus, the Wisconsin Allied. COMPO and arbitration will be presented by Abram F. Myers, general counsel for National Allied.

Other discussions will include consolidation of exchanges, performance reports, theatre maintenance, concessions, film buying, rentals, clearances, and the witholding of pre-release pictures.

Convention speakers also will include Spyros P. Skouras, president, 20th-Fox; Albert E. Sindlinger, research statistician; Hugh McLachlin, chairman, National Allied equipment committee; M. A. Levy, 20th-Fox district manager; James Velde, general sales manager, United Artists; Burtus Bishop, Jr., district manager, Loew's, Inc.; and B. C. Marcus, midwest division manager, Columbia.

## West Memphis Bans "Island In The Sun"

**MEMPHIS—Twentieth-Fox's "Island in the Sun," already banned here, was banned in West Memphis, Ark., last week after it had been booked by the Sunset Drive-In and the Avon to run simultaneously, following protests to Mayor Price.**

**M. A. Lightman, Sr., Avon owner, and B. W. McKinney, Sunset manager, met with citizens and agreed not to attempt to show the film after city officials viewed it and concurred with the verdict here.**

# Breach of Contract Charged In "M" Suit

WILMINGTON, DEL.—Superior Films, Inc., is named as defendant in a $19,000 breach of contract suit filed in U. S. District Court for Herbert Brownell, Jr., Attorney General of the United States, as successor to the Alien Property Custodian, by Leonard G. Hagner, United States Attorney for the District of Delaware.

Plaintiff Brownell seeks a judgment against the defendant in the sum of $19,000 with interest from Aug. 20, 1953, at 6 per cent per annum, as well as attorney fees and costs and disbursements of the action.

According to the complaint, the defendant has failed and it refuses to pay plaintiff the $19,000 plus interest and costs claimed due under an agreement of Aug. 19, 1949, between plaintiff and West Coast Productions, Inc., which was assigned on April 18, 1950, by West Coast to the defendant, covering the use of Thea von Harbou's screenplay for the motion picture "M," produced in 1931 by Nero Film A. G., and the original motion picture in the production of a new feature motion picture tentatively titled "M," as was the 1931 original.

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B. J. Marcantel. . . . Early drive-in closings include the Starlite, Canton, Miss., owned by Al and Mark Peavy, and Fred T. McLendon's Hub, Monroeville, Ala.

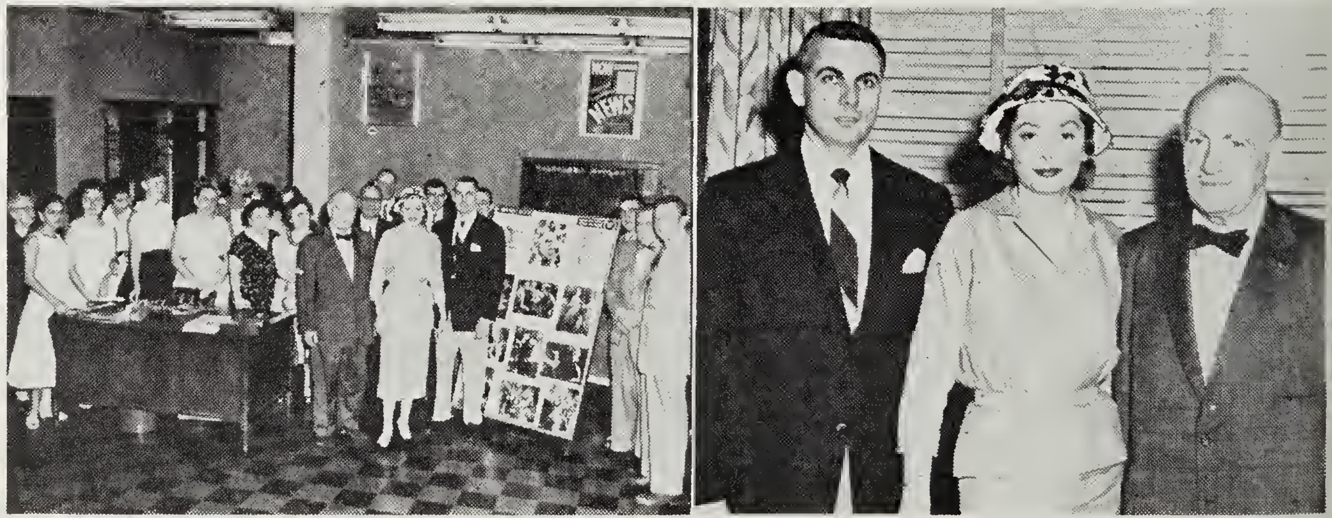
### *NEW YORK*

Stanley Warner Cinerama announced that "Search For Paradise" would open in the Warner on Sept. 24. . . . Continental Distributing set "A Man Escaped" for an American premiere in the Baronet, Aug. 26. . . . Steve Edwards, Rank advertising and publicity manager, returned from New Orleans conferences. General sales manager Irving Sochin was in Cincinnati. . . . A son was born to the wife of Philip Larschan, Trans-film, Inc., editor. . . . Continental Distributing announced an American premiere for "A Novel Affair" in the Little Carnegie. . . . Trans-Lux was to unveil "The Last Bridge" in the Normandie this week.

DCA transferred the Broadway opening today (Aug. 21) of "Battle Hell" from the Mayfair, which unexpectedly closed, to the Central, across Times Square. . . . Darryl F. Zanuck's 20th-Fox release, "The Sun Also Rises," was slated to begin its world premiere engagement Aug. 23 in the Roxy.

### *PHILADELPHIA*

Warners was entering the last stretch of their sales drive for Charlie Beilan Week honoring the branch manager Aug. 25-31, and exhibitors were urged to support the effort with their bookings . . . Max Chasens, Hamid Theatres, Atlantic City, displayed his golf prowess again by capturing the President's Cup at the Linwood Country Club. The match play had a field of 150 starters . . . Jack O'Rear, manager, Fabian's Colonial, Harrisburg, Pa., is suffering from an eye ailment . . . Six Stanley Warner theatres in this area were booked to receive the closed circuit telecast of the championship fight between Sugar Ray Robinson and Carmen Basilio on Sept. 23. All tickets will be reserved and will sell at $5 including tax with a 35 cent charge for mail orders, restricted to six tickets each. Theatres carrying the telecast are the Mastbaum and Stanley, both



**Touring on behalf of "Man of a Thousand Faces," Jane Greer stops in the Universal exchange at Philadelphia to greet the staff and branch manager Ed Heiber. Right, at an industry cocktail party for press, radio, and television representatives in the Warwick Hotel, Miss Greer is seen with Ben Shapiro, owner and operator, Arcadia, and Heiber.**

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GO FILMACK
FOR ALL YOUR
SPECIAL TRAILERS
BEST QUALITY! SPEEDY SERVICE!

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## *Nothing Like An Early Start...*

The Christmas Salute this year comes in August, and it's combined with the Audience Collection. This will make it easier for Industry Employees to bring greater healing to more patients at Will Rogers for the Drive is well ahead of the crush of other holiday appeals. Early gifts, and bigger gifts, are needed because your hospital is...

*Now Treating All Chest Diseases*

# 2 BIG JOBS TO DO AT ONCE

## Get them done in August—before the rush!

## *Audience Collection* AND THE *Christmas Salute*

**FROM THEATRE-PUBLIC**

Exhibitors are urged to get behind the Audience Collection. It's vital to the support of your hospital's healing and research work. Show the Deborah Kerr trailer and take up Audience Collection.

**WEEK BEGINNING WEDNESDAY AUGUST 7 through 14**

**FROM INDUSTRY EMPLOYEES**

Employees are asked only once a year for this help. Make this year a better one! Every employee signs the Scrolls and gets membership card. Send tangible holiday greetings to fellow employees. Help your hospital, and yourself!

**START THIS ON WEDNESDAY AUGUST 7** *(Finish in August)*

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# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "the A-MAN Corner." Add your name and address. Names and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly made business, she should specify her sex.

**THEATRE MAN** of long experience. Past 12 years as exhibitor. Has sold lease and is available for position with circuit or independent. **BOX A814, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGER AVAILABLE** immediately. Drive-In and conventional experience, 6 years. Anywhere U.S.A. or Hawaii. Single, twenties, sober, top salary, exchange references. Draft exempt. **BOX B814, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**WANTED MAN AND WIFE** to run theatre. Man as projectionist, wife as cashier. Must know entire theatre operation including buying, booking, etc. **FRANK PATTERSON, Box 36, Junction City, Ark.** (B7)

**WANTED, MANAGER** for college town theatre. Rush replies, **ARMSTRONG CIRCUIT, INC., Bowling Green 1, Ohio** (87)

**MANAGER, ASSISTANT.** Exploitation. Lost position assistant general manager. Experience Paramount Circuit, Detroit, Miami. Independent, Virginia, North Carolina. Available now. Prefer Midwest. Will go anywhere. **J. A. DRINCHOUSE, 503 E. State, High Point, N.C.** (87)

**DRIVE-IN MANAGER AVAILABLE.** Concession and drive-in experience as well as all phases of exhibition. Formerly with Stanley-Warner for 19 years. References. **MAURICE DOVBERG, 3027 Hale St., Phila. 49, Pa. Phone: Pioneer 3-9558** (87)

*Address all correspondence to—* **The A-MAN Corner** **Motion Picture Exhibitor**
**246 North Clarion St., Phila. 7, Pa.**

Visiting Washington, Jayne Mansfield is seen with Orville Crouch, Loew's eastern division manager and a Summer Jubilee official, who greeted the star at Union Station.

## Know Your Customer, Drive-In Owner Says

BOSTON—As a native of Norway, Me., Lester Soule, who owns the Norway Drive-In, knows 90 per cent of his patrons. In the wintertime, he is employed by the Paris Manufacturing Company, makers of skis and skiing material. A professional skier himself, Soule teaches the art at Colby College, at nearby Waterville, and enters various ski tournaments in that sector.

Although there is an influx of summer visitors to his drive-in, Soule prides himself on knowing the film desires of many of his patrons. He has been known to say to some families, "Better stay home the next three nights as you might not like the film, but our next program will be just right for you." His wife sells tickets at the boxoffice, and doubles as cashier at the concession stand during intermission. He does his own buying of foodstuffs for his concession, but has Daytz Theatre Enterprises of Boston handle buying and booking of pictures.

Soule sells only a few food items in his concession stand, but finds his submarine sandwiches a big draw. Made up in long Italian rolls, filled with salami, cheese, tomatoes, onions, and peppers, and selling fo 25 cents each, these are sometimes calle Italian Grinders. Another good selling item is his hot Potato Stick, in two sizes, 10 cents and 20 cents.

downtown; Broadway and Liberty, neighborhoods; Stanley, Camden, N. J., and Stanley, Chester, Pa. . . . Ben Zimmerman shuttered the Carman and gave the keys back to the landlord.

### ST. LOUIS

The sale of the Peerless Theatre Building to non-theatrical interests was under negotiation. It is a Jablonow-Komm unit. . . . Ownership of the Kirkwood, Kirkwood, Mo., was to be transferred from Ted Lending to Hy Wendt last week. . . . Tommy Thompson, Buena Vista, Kansas City, was in. . . . In the anti-trust action of the Esquire Theatre Company against major film companies and theatre circuits, the defendants were granted until Sept. 3 to answer or object to plaintiff's interrogatories in U. S. District Court. . . . Officers and directors of Missouri-Illinois Theatre Owners were to meet last week in the MITO office here to consider further the plans for the annual meeting in the Kingsway Hotel, Sept. 9-10.

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ONE MONICA PLACE, BALDWINSVILLE, N. Y.

### SAN ANTONIO

Vivian Scoggins has returned to the boxoffice, Aztec, as cashier, following a brief retirement from show business, according to Norman Schwartz, manager. . . . Marie Vidal, cashier, Prince, resigned. . . . Fernando J. Obledo, district manager for Columbia's Mexican feature product, made a trip to Denver. . . . Texas Drive-In Theatre Owners Association, according to Eddie Joseph president, has placed itself on record as opposed to an increase of rates at this time at a meeting with representatives of the film carriers. Texas COMPO also was represented at the meeting. The carriers agreed to take their proposed rate increase schedule back for revision and then resubmit it to the two organizations. . . . William E. Hellums, city manager, Interstate Circuit, Austin, Tex., was a patient in the Brackenridge Hospital there. . . . Mrs. Grover McDonnell, wife of the 20th-Fox salesman, is also in an Austin hospital. . . . James Nunnery, manager, Capitol, Austin, was on active duty for severa weeks with the Texas National Guard. . . The Ruenes Theatre Circuit, with headquarters at Mission, Tex., purchased th Buckhorn Drive-In, between Mission and McAllen, Tex. Eduardo I. Ruenes will be manager. Bookings of first run films will b made by Jefferson Amusement. . . . Bil Boren has opened the new Stadium Drive-In Garland, Tex., which has a 566-car capacity

Keith Pack has been promoted from Warners salesman in Salt Lake City to branch manager there, succeeding William F. Gordon, who is retiring after 33 years of service. Gordon will act in an advisory capacity for the company.

### SEATTLE

Alan Wieder, MGM exploiteer, was working southern Oregon and Portland. . . . "Th Ten Commandments" established an all tim record of $16,000 for a first-week's gross i the Lewis and Clark. The picture is no playing in ten spots in Washington. . . "Omar Khayyam," opening this week in th Coliseum, was accompanied by a large publicity campaign. . . . Walter Hoffman, Paramount publicity director, was in Las Vegas Nev., to handle the world premiere of "Th Joker Is Wild."

MOTION PICTURE
EXHIBITOR
SERVISECTION
The original Pink Section evaluations of features and shorts

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SECTION TWO
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AUGUST 21, 1957

### IMPORTANT

**Data carried in this issue of THE SERVISECTION, as it pertains to the 1956-57 season, will not be carried in complete detail again. Subsequent issues will be compiled as of, and after the issue of Sept. 4, 1957, and will start the only complete reviewing record of the 1957-58 season in any motion picture trade paper. Additional data on the 1956-57 season will continue to be carried in THE SERVISECTION until the record is completed.**

**Back issues of THE SERVISECTION are available for purchase on request at The Bookshop.**

# ALLIED ARTISTS

## Daughter of Dr. Jekyll (5710)

Melodrama
71m

**Estimate:** Dull and pointless horror yarn.

**Cast:** John Agar, Gloria Talbott, Arthur Shields, John Dierkes, Martha Wentworth, Mollie McCart. Written and produced by Jack Pollexfen; directed by Edgar G. Ulmer.

**Story:** Gloria Talbott and fiance John Agar visit her guardian, Arthur Shields, to claim an inheritance from her father. Shields discourages their marriage, telling her her father was Dr. Jekyll, killed for being a werewolf. Shields hypnotizes Talbott into believing she, too, is a werewolf and has committed brutal murders. In reality, he is the monster. Agar discovers his secret and leads the townspeople against him. Shields is killed as a stake is driven in his heart. Talbott and her father are absolved.

**X-Ray:** This dull and pointless horror entry would be funny if it weren't so boring. The only shudders it is likely to arouse are those of mystification as to why the film was made in the first place. Acting can not be criticized since no one could have done much with the material at hand. This bears a Legion of Decency 'B' Rating.

**Ad Lines:** "The Werewolf Strikes Again As The Daughter Of Dr. Jekyll Arrives"; "The Most Famous Monster Of Them All Provides His Special Brand Of Horror."

## Death In Small Doses (5729)

Melodrama
79m

**Estimate:** Exciting meller to perk up the program.

**Cast:** Peter Graves, Mala Powers, Chuck Connors, Roy Engel, Robert B. Williams, Merry Anders, Kathy Marlowe, Harry Lauter, Pete Kooy, Robert Christopher, Dorothy Granger, Fred E. Sherman, Gloria Rhoads, Robert Shayne. Produced by Richard Heermance; directed by Joseph Newman.

**Story:** Peter Graves, investigator for the Food and Drug Administration, takes a job as a truck driver in an effort to break up a gang selling illegal "stay-awake" pills to drivers. Use of these drugs has caused several accidents and deaths. He rooms at the boarding house operated by Mala Powers and falls in love with her. He befriends another driver, Chuck Connors, who is addicted to the pills and soon learns the source of supply. It turns out that Powers is part of the gang headed by Harry Lauter. They attempt to kill Graves, but he escapes and brings them to justice, including the woman he loved.

**X-Ray:** This is a tight meller on a different aspect of the drug theme, and contains enough action and suspense to keep interest on high throughout. The cast is more than competent although of little marquee value, and direction and production show careful attention to detail. The trucking background is a different and interesting one as well. It should fit well into the program and can head the bill in many situations. Screenplay is by John McGreevey.

**Ad Lines:** "The Pick-Me-Up With A Thrill! Sold By A Nightime Waitress . . . Bought By An All-Night Driver"; "Blasting The Blackest Market Of All . . . The Girl Peddlers Of The Deadliest Thrill For Sale."

# COLUMBIA

## Domino Kid (215)

Western
74m

**Estimate:** Good western.

**Cast:** Rory Calhoun, Kristine Miller, Andrew Duggan, Yvette Dugay, Peter Whitney, Eugene Iglesias, Robert Burton, Bart Bradley, James Griffith, Roy Barcroft, Denver Pyle, Ray Corrigan, Wes Christensen, Don Orlando. Produced by Rory Calhoun and Victor M. Orsatti; directed by Ray Nazarro.

**Story:** While Rory Calhoun is away fighting in the Civil War, a gang of five outlaws kills his father and rustles the cattle from his ranch. He vows to kill all and eventually wipes out four of the killers after giving them a chance to draw. He returns home wounded, and sweetheart Kristine Miller begs him to forget about the fifth man. Newcomer Andrew Duggan, who finances many of the ranchers in the area, refuses to do the same for Calhoun, deeming him irresponsible. The two build for a showdown which is interrupted by Peter Whitney and henchmen. It seems Whitney is the fifth man, and a gun duel results in his death and that of his henchmen, with Calhoun getting wounded. He is aided by Duggan. Miller promises to look after him.

**X-Ray:** An interest-holding yarn is to be found here along with a number of action sequences and a pace that holds attention. Calhoun is believeable in his role, and the direction and production are okay. It should make up okay as part of the program, with western fans receiving adequate satisfaction. The screenplay is by Kenneth Gamet and Hal Biller, based on a story by Calhoun.

**Ad Lines:** "He Had To Be Fast With A Gun To Live"; "Don't Double Cross The Man With The Double-Six Brand"; "Domino Goes After Five Killers . . . The Hard Way."

## 3:10 To Yuma (210)

92m

**Estimate:** Well-made yarn has action and suspenseful drama.

**Cast:** Glenn Ford, Van Heflin, Felicia Farr, Leora Dana, Henry Jones, Richard Jaeckel, Robert Emhardt, Sheridan Comerate, George Mitchell, Robert Ellenstein, Ford Rainey. Produced by David Heilweil, directed by Delmer Daves.

**Story:** A gang of outlaws led by Glenn Ford holds up a stage coach and are seen by poor rancher Van Heflin and his two young sons. Ford and the others split up, but he is caught by the townspeople. They hustle him out before the gang can be notified and Heflin agrees to go along as guard for two hundred dollars. He, stage coach owner Robert Emhardt, and town drunk Henry Jones hope to get him on a train to Yuma, but the gang gets wind of the move. Jones is killed, Emhardt is discouraged, and Heflin is left to escort him alone. Ford tries to bribe him with needed money and Heflin is almost tempted. He gets him to the train in a bullet-dodging race. Ford, who admires his courage, helps.

**X-Ray:** A good mixture of action, suspense, and drama is to be found in this high calibre western that holds interest and attention on high from start to finish. It's not a western in the accepted sense since there is much play on people and emotions, but there is a goodly amount of action to interest the youngsters as well as other attractions to get the adults coming. The cast is very good, with Ford and Heflin particularly noteworthy. The direction and production fall into the better category. To be taken into account also is a big-time promotion, publicity, and advertising campaign that is accompanying the release. The screenplay is by Halsted Wells, based on a story by Elmore Leonard. Frankie Laine is heard singing the title tune at the start and finish.

**Tips On Bidding:** Higher program rates.

**Ad Lines:** "When The 3:10 Pulls In The Excitement Starts"; "The Lonesome Whistle Of A Train Brings The Gallows Closer To The Desperado"; "The Startling, Suspenseful Successor to 'Shane' and 'High Noon.'"

## Woman of the River (213)

Drama
92m

(Technicolor)
(Italy) (Dubbed in English)

**Estimate:** Can go in either the art spots or in regulation houses.

**Cast:** Sophia Loren, Gerard Oury, Lise Bourdin, Rick Battaglia. Produced by Dino De Laurentis and Carlo Ponti; directed by Mario Soldati.

**Story:** Peasant girl Sophia Loren refuses to marry police officer Gerard Oury and instead falls in love with Rick Battaglia, who fishes in the daytime and smuggles at night. Battaglia walks out on her. When she informs him she is to have his child, he refuses to marry her. In anger, she informs on him to the police, and he is sentenced to a jail term. Two years later, she and her son have moved to the fields where the cane is cut, and Oury goes to warn her that Battaglia has escaped and may seek revenge. Her son is missing and is later found dead in the tall grass of the river. Battaglia arrives as the funeral is being held. He gives himself up to the police and begs that he be allowed to attend the funeral of his son. He and Loren walk behind the coffin in the procession.

**X-RAY:** A down-to-earth yarn that is interesting, absorbing, and slightly repelling at times is to be found here, and patrons of the art houses should appreciate this entry. It can also play regulation spots since it has been dubbed skillfully. The cast, headed by the attractive Sophia Loren, is good, and the entry has the naturalness found in many a film made abroad. Direction and production are okay. Of course, the death of the youngster at the end is a depressing feature of the film. The screenplay is by Basilio Franchina, Giorgio Bassani, Pier Paolo Pasolini, Florestano Vancini, Antonio Altoviti, Mario Soldati. The story is by Alberto Moravia and Ennio Flaiano.

**AD LINES:** "Sophia Loren . . . A 'Woman Of The River' "; "All Men Wanted Her But She Wanted Only One."

## CONTINENTAL

### The French They Are A Funny Race

COMEDY 82M.

(Continental)
(English-French Made)

**ESTIMATE:** Not so hilarious satire for art spots.

**CAST:** Jack Buchanan, Martine Carol, Noel-Noel, Totti Truman Taylor, Catherine Boyl, Andre Luguet, Genevieve Brunet. Produced by Alain Poire and Paul Wagner; directed by Preston Sturges.

**STORY:** Retired English Major Jack Buchanan resides in Paris with his second wife, French Martine Carol. She takes a dim view of his sarcastic observations of French characteristics, but suggests they might make an amusing series of articles if published. Buchanan elaborates on his material with the help of French friend Noel-Noel, and at the same time finds his home life deteriorating due to the dominance of strict English governess Totti Truman Taylor, and to Carol's misunderstanding his reminiscing over his deceased first wife, Catherine Boyl, who belonged to the "horsey set." When a publisher assures Buchanan his book will be a success and Carol informs him she is going to have a baby, they are reconciled.

**X-RAY:** Based on Pierre Daninos' book, "The Notebooks Of Major Thompson," this satire on English and French characteristics is amusing in spots, but for the most part it is dull. Director Sturges, who years ago turned out some of Hollywood's greatest comedies, misses out more than he scores here, but the good sequences are shining examples of hilarious burlesque with slapstick overtones. The cast, particularly Buchanan, Noel-Noel, Taylor and Boyl, play their roles wonderfully. Carol is beautiful, but it is practically impossible to understand her English most of the time. Art house fans should appreciate this sort of comedic effort the most.

### Maid in Paris

COMEDY 83M

(Continental)
(French-made)
(English titles)

**ESTIMATE:** Fair comedy for art spots.

**CAST:** Dany Robin, Daniel Gelin, Marie Daems, Tilda Thamar, Maty Marquet. Directed by Gaspard-Hult; produced by Yvon Guezel.

**STORY:** Dany Robin is a grown-up daughter of international movie star Tilda Thamar and has been kept in the background lest this ruin mama's career. Robin goes on a trip to Paris with other students and breaks away to get involved in adventures with men, finally winding up with police inspector Daniel Gelin. He shelters her in his apartment and they realize they are in love. They agree to get married which surprises mama no end.

**X-RAY:** There are a few naughty bits, but art house audiences will take them in stride as well as the rest of the film. There are some humorous moments and some that are cute, and the yarn holds a reasonable amount of interest. The cast is adequate, as is the direction and production, with the streets of Paris proving interesting. The entry is suitable only for the art and specialty houses. The screenplay is by Cecil Saint Laurent, adapted by Jean Aurel. There is a song, "Paris Canaille."

**AD LINES:** "She Was An Innocent In Naughty Paree"; "OO-La-La . . . What A Maid Was She"; "She Had A Way With Men But Eyes For Only One."

### Raising a Riot

COMEDY 90M

(English-made)
(Technicolor)

**ESTIMATE:** Humorous import.

**CAST:** Kenneth More, Shelagh Frazer, Mandy, Gary Billings, Fusty Bentine, Ronald Squire, Olga Lindo, Lionel Murton, Mary Laura Wood. Produced by Ian Dalrymple; directed by Wendy Toye.

**STORY:** Shortly after Commander Kenneth More arrives home on leave, his wife, Shelagh Fraser, has to fly to Canada where her mother is dangerously ill. He is left to care for their three youngsters, aged 11, 10, and five. He takes them to the country windmill recently acquired by his father, Ronald Squire, and they have a rough time with no running water and few conveniences. He is aided and sometimes hindered by well-meaning neighbors, but things begin to roll smoothly as he is ordered back to duty. Frazer returns in time to take over as he heads back to service in Canada with the future looking tame indeed.

**X-RAY:** Lots of slapstick and humorous situations cause many a chuckle, with the actions of youngsters being universally understood. Kenneth More is good in the lead, and the entry shapes up as light entertainment for art and specialty spots as well as for regulation houses, even though the dialogue is a bit on the too-too British side. The direction and production are okay. The screenplay is by Ian Dalrymple, Hugh Perceval and James Matthews, based on a novel by Alfred Toombs.

**AD LINES:** "Every Father Should See This Lesson In How To Care For Youngsters While Mom Is Away", " 'Raising A Riot' Is A Riot Of Fun"; "Laughs Galore Follow A Father's Introduction To His Over-Active Youngsters."

## MGM

### Action of the Tiger (801)

MELODRAMA 98M

(CinemaScope)
(Technicolor)

**ESTIMATE:** Confusing meller.

**CAST:** Van Johnson, Martine Carol, Herbert Lom, Gustavo Rocco, Tony Dawson, Anna Gerber, Yvonne Warren, Helen Haye, Sean Connery, Pepe Nieto, Norman Macowan, Helen Goss, Richard Williams. Produced by Kenneth Harper; directed by Terence Young.

**STORY:** Van Johnson runs contraband in his motor launch from Albania to Greece and also rescues Albanian refugees, mostly children. Martine Carol seeks his aid in freeing her brother, a political prisoner. Their movements in Albania are detected by the secret police, led by Pepe Nieto. After freeing Carol's brother and picking up a load of children for the flight to freedom, they are captured. Bandits, led by Herbert Lom, come to their aid. Lom falls for Carol and wishes to keep her in Albania, but he is killed by Communist forces. Aided by Nieto, who also wishes to escape to Greece, Johnson, Carol, and the children make their way back to freedom.

**X-RAY:** This meller suffers from a confusing script and what appears to be shoddy editing. The story is difficult to follow most of the time, and the characters change sides with little motivation or explanation. Carol is an attractive performer in one of her few English-speaking roles, and Johnson does what he can under the circumstances to make his character believable. This one will have rough going at the boxoffice and will probably wind up on double bills. Among its saving graces are an ingratiating performance by Herbert Lom, and some exciting action sequences. The screenplay is by Robert Carson.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "Action And Adventure Where The Cold War Blazes Hot"; "Man Of Adventure . . . Woman Of Mystery . . . Dramatic Dynamite."

## RANK

### The Black Tent

DRAMA 93 M.

(TECHNICOLOR)
(VISTAVISION)
(ENGLAND)

**ESTIMATE:** Okay programmer.

**CAST:** Anthony Steel, Donald Sinden, Anna Maria Sandri, Andre Morell, Ralph Truman, Donald Pleasance. Produced by William MacQuitty; directed by Brian Desmond Hurst.

**STORY:** Donald Sinden inherits the vast estate of brother Anthony Steel presumed to have died during the African campaign in World War II and comes across a note signed by Steel that was forwarded to the British Embassy. He travels to Africa to track down the note, and he finds that his brother was sheltered by an Arab tribe headed by Andre Morell and that he married his daughter, Anna Maria Sandri, while he was a guest during the Nazi occupation. He learns how Steel and the Arabs battled the enemy and how he was killed during one such foray. A son is born to Sandri, and Sinden informs him that he could be wealthy if he returned with him to England to claim his estate. The lad elects to remain with his people and their black tents.

**X-RAY:** The poeple in the cast are of little consequence as far as American audiences are concerned. The selling should be on the story and the different surroundings to be found here, which are interesting. It moves well and is enhanced by the use of color and good photography. There's action, romance, and intrigue, and it should do okay as a supporting feature on the program. The cast, direction, and production are efficient. The screenplay is by Robin Maugham and Bryan Forbes.

**AD LINES:** "What Was The Secret Held By The Black Tent? The Answer Is Thrilling Entertainment"; "Action In The African Desert"; "He Had To Solve The Mystery Of The Black Tent."

### The Gentle Touch

DRAMA 86M

(Technicolor)
(England)

**ESTIMATE:** Tale of nurse trainees is interesting and well-made.

**CAST:** George Baker, Belinda Lee, Delphi Lawrence, Adrienne Corri, Henryetta Edwards, Barbara Archer, Diana Wynyard, Joan Haythorne, Beatrice Varley, Joan Carol. Directed by Pat Jackson; a Michael Balcon Production.

**STORY:** Among the new trainees at nursing school are Belinda Lee, who wants to help relieve the suffering of fellow human beings, and Delphi Lawrence, a sophisticate who regards her training as a step towards catching a handsome doctor for a husband. They go through their tests and training under rigid discipline. Lee is impressed with doctor George Baker, who is to go to Canada at the end of his internship. When the discipline becomes intolerable, there is talk of resigning, but this passes when a matron discusses the situation with them. Lawrence secretly weds one of the doctors and should be of help to him, while Lee plans on going to Canada with Baker.

**X-RAY:** Highly interesting throughout is this yarn of girls who sign up to become nurses. Some of the problems they face both personally and in the hospital and how they are resolved aid in getting the film across in fine fashion. In addition to drama, there is also romance and the behind-the-scenes workings of a hospital. The cast is good, as are the direction and production. The entry is suitable either for the art and specialty spots or for regulation houses. The screenplay is based on a novel by Sheila MacKay Russell, "A Lamp Is Heavy."

**AD LINES:** "A Touching Yarn Of Girls In White"; "A Matter of Life And Death"; "Girls . . . Girls . . . Girls . . . They All Had The Gentle Touch'."

### A Town Like Alice

DRAMA 107M.

(English-made)

**ESTIMATE:** Highly interesting, different war story.

**CAST:** Virginia McKenna, Peter Finch, Takagi, Tran Van Khe, Jean Anderson, Marie Lohr, Maureen Swanson, Renee Houston, Nora Nicholson, Eileen Moore, John Fabian, Vincent Ball, Tim Turner. Produced by Joseph Janni; directed by Jack Lee.

**STORY:** Virginia McKenna is one of a party of women and children forced to march all over Malaya by the Japanese, who couldn't decide where to keep them. She and captive Australian Peter Finch meet and are attracted to one another. He tries to help by stealing food for them, but he is caught and death announced as his punishment. McKenna and the others eventually find refuge with a group of friendly natives until the war's end. She later returns and learns that Finch survived his ordeal and recovered. She hurries to Australia and a town named Alice only to find he left looking for her. In London, he learns of her search, and they are reunited.

**X-RAY:** This is a tale of endurance of women made to roam a captive country as unwanted prisoners of war. Their plight is touching and always interesting. The fact that it was filmed in a number of places such as Malaya and Australia adds to the overall effectiveness. The cast does a good job, and the direction and production are in the better category. While the "names" are relatively unknown here, it's the subject matter that is important, with "unknowns" making the roles all the more believable. It can go in either art and specialty spots or as a supporting drama in regulation houses. The screenplay is by W. P. Lipscomb and Richard Mason, based on a novel by Nevil Shute.

**AD LINES:** "A Picture With Guts"; "The Film That Carries A Dramatic Wallop They're All Talking About"; "The Story Of A Band Of Women That Will Be Long Remembered."

## 20th-FOX

### Courage of Black Beauty (744)

DRAMA 77 M.

(Color)

**ESTIMATE:** All about a boy and his horse.

**CAST:** John Crawford, Mimi Gibson, John Bryant, Diane Brewster, J. Pat O'Malley, Russell Johnson, Ziva Rodann, Black Beauty, Lady Ellen, Produced by Edward L. Alperson, directed by Harold Schuster.

**STORY:** Young John Crawford comes to live with his father, John Bryant, after having lived with his grandmother. Since the day of his arrival is also his birthday, Bryant gives him a new colt. He names the animal Black Beauty. Since its sire was a spirited animal there is some worry that the colt may grow up too rough for the boy. He is thrown during a race with a playmate but recovers and still wants the horse. The father debates sending it away. Relations are strained between the two. The lad trains the animal, and everything is okay until a female client of his father's decides to ride the animal while the boy is away. It runs away with her, crashes into a fence, and is gravely wounded. Experts feel the lung may be punctured, and Bryant orders the animal shot. A specialist decrees he will be okay, and he is spared. It looks as though the boy and horse will be together forever, and he and Bryant seem assured of better relations in the future.

**X-RAY:** This is another of those horse-'n-boy pictures that seem to fit in pretty well for family and juvenile audiences with lots of color and problems that work themselves out. It's a bit on the slow side, but the proper audiences won't mind too much. The cast is okay, as are the direction and production. It should do okay as a supporting feature. The screenplay is by Steve Fisher. Two songs are played, "Black Beauty" and "The Donkey Game Song."

**TIPS ON BIDDING:** Program rates.

**AD LINES:** "The Story Of A Boy And His Pet"; "There Never Will Be Another Horse Like Black Beauty"; "An Unusual Story About An Unusual Animal."

### Three Faces of Eve

DRAMA 91M

(CinemaScope)

**ESTIMATE:** Well-made and interesting psychological drama.

**CAST:** Joanne Woodward, David Wayne, Lee J. Cobb, Edwin Jerome, Alena Murray, Nancy Kulp, Douglas Spencer, Terry Ann Ross, Ken Scott, Mimi Gibson. Produced, directed, and screenplay by Nunnally Johnson.

**STORY:** When the headaches and blackouts suffered by housewife Joanne Woodward become severe, she and husband David Wayne visit psychiatrist Lee J. Cobb, who discovers she has a split personality consisting of the drab and mousey housewife and a sexy, fun-loving woman who likes to drink, dance, and romance. Wayne walks out when her tramping around proves too much for him, and they are divorced. Soon after, Cobb finds there is a third personality in Woodward, a nice person, and through hypnosis brings her to the fore with the other two dying off never more to return. She now feels free to wed Ken Scott, who has fallen in love with her, and a life of normalcy and happiness is to be expected.

**X-RAY:** Based allegedly on a true medical case, the resulting film proves not only interesting but entertaining as well. A few laughs and some comic bits make the yarn even more acceptable. The screenplay is well done, and the direction and production are superior. People will best remember the outstanding performance turned in by newcomer Joanne Woodward, who is remarkable as the woman with a problem thrice multiplied. She runs the gamut of emotions amazingly well and reveals quite a talent in the singing and dancing department as well as the dramatic. Properly presented, she should go far. David Wayne and Lee J. Cobb are also good. A song, "Hold Me," is heard. Exhibitors should note that there is much similarity between this film and an MGM release, "Lizzie," of not too long ago.

**TIPS ON BIDDING:** Worth more in some situations than in others.

**AD LINES:** "A Unique Story of a Woman Who Wasn't Herself"; "The Birth of a New Star"; "The Film They Are All Talking About."

## UNITED ARTISTS

### Chicago Confidential

MELODRAMA 74M

(Peerless)

**ESTIMATE:** Fast-moving programmer.

**CAST:** Brian Keith, Beverly Garland, Dick Foran, Beverly Tyler, Elisha Cook, Paul Langton, Tony George, Douglas Kennedy, Gavin Gordon, Jack Lambert, John Morley, Benny Burt. Directed by Sidney Salkaw; produced by Robert E. Kent.

**STORY:** Union treasurer John Morley is killed by mobsters when he tries to report thefts within the union and racketeers taking over. Evidence is planted against union president Dick Foran by Douglas Kennedy and his mobsters at the direction of boss Gavin Gordon, disbarred lawyer. Police captain Paul Langton and state attorney Brian Keith agree there is enough evidence to try Foran, and he is declared guilty. Beverly Garland convinces them to check some evidence, and they find he has been framed. When the trail gets hot, some of the witnesses are murdered. Keith and Langton persist until they bring in the crooks.

**X-RAY:** This should do okay as a supporting feature where a fast-moving, rough and tumble meller is appreciated with lots of cops-and-robbers having a bang-up time. The yarn holds interest, and the cast is okay, as are the direction and production. It was written by Raymond T. Marcus.

**AD LINES:** "Framed For Murder . . . His Only Out Was A Record Of A Voice"; "The Story Of The Men Behind The Rackets"; "The Yarn The Syndicate Tried To Suppress."

### Jungle Heat

MELODRAMA 75M.

(Bel-Air)

**ESTIMATE:** For the lower half.

**CAST:** Lex Barker, Mari Blanchard, Glenn Langan, James Westerfield, Rhodes Reason, Miyoko Sesaki, Glenn Dixon, Bob Okazaki, Jerry Frank, Daniel Wong. Executive producer, Aubrey Schenck, directed by Howard W. Koch.

**STORY:** Labor relations expert Glenn Langan and wife Mari Blanchard arrive on one of the Hawaiian islands in November, 1941, to straighten out operations on a sugar plantation. They are aided by inhabitant-doctor Lex Barker, and several mysterious attempts are made on their lives. Langan assumes the natives are the troublemakers, but it's the Japanese directed by James Westerfield. Things come to a head as Pearl Harbor is about to be bombed. Langan is killed and Barker takes care of Blanchard.

**X-RAY:** Some action and intrigue in a different locale make for some interest, and the performances are adequate as are the direction and production. The entry should do okay as lower half filler. It was written by Jameson Brewer.

**AD LINES:** "Intrigue And Murder In The Jungle"; "Passions Flamed in the Heat of the Jungle"; "An Action Thriller About Murder In The Jungle."

### Lady of Vengeance

MELODRAMA 73M.

(Balaban)

(English-made)

**ESTIMATE:** Mediocre programmer.

**CAST:** Dennis O'Keefe, Ann Sears, Anton Diffring, Patrick Barr, Vernon Greeves, Eileen Elton, Frederick Schiller. Produced by Burt Balaban and Bernard Donnenfeld, directed by Balaban.

**STORY:** Dennis O'Keefe, American who has become publisher of one of England's leading newspapers, has a tiff with his ward, Eileen Elton, and she leaves his home with bandleader Vernon Greeves. She later commits suicide and O'Keefe receives an explanatory letter, after which he begins to plan a murder. He gets master criminal Anton Diffring to plan the crime. It turns out Diffring is the victim, having brought Elton to the point of killing herself. Ann Sears, O'Keefe's secretary, who loves him, dissuades him from carrying through. Diffring crashes to his death as he attempts to escape O'Keefe.

**X-RAY:** This is filler for the lower half with an involved story and a cast of characters that are characters. Some of the conversation is a bit on the British side. The acting is fair, as are the direction and production. The story and screenplay are by Irve Tunick. This bears a Legion of Decency "B" rating.

**AD LINES:** "He Wanted To Avenge Her Death"; "A Master Plan For Murder"; "Beautiful Girls Lured By Phoney Romance."

## My Gun Is Quick

MELODRAMA
88M.

(Saville)

ESTIMATE: Mickey Spillane who-done-it for duallers.

CAST: Robert Bray, Whitney Blake, Pat Donahue, Donald Randolph, Pamela Duncan, Booth Colman, Jan Chaney, Virginia Core, Richard Garland, Charles Boaz, Peter Mamakos, Claire Carleton, Phil Arnold, John Dennis, Terrence De Marney, Jackie Paul, Leon Askin. Produced and directed by George White and Phil Victor.

STORY: When private investigator Robert Bray (Mike Hammer) befriends Jan Chaney, she tries to give him her ring. She is murdered, Bray becomes curious, and learns the ring belongs to a valuable stolen German collection. The trail leads to Whitney Blake and others, some of whom get murdered along the way. Bray's campaign to find the culprits and recover the gems finally leads to Blake, upon whom he puts the finger despite her beauty.

X-RAY: This uneven meller of the who-done-it type sports plenty of action and pretty dames but is lacking in cast names and will interest only those who go for meller fare of this nature in a big way. Even with them, it will depend on how much new leading man Bray resembles the fictional "Mike Hammer" hero. Mickey Spillane authored this, and it will be wise to cash in on his name value. This bears a Legion of Decency "B" rating.

AD LINES: "Tough On Gangsters; Tough On Gals; Just Plain Tough—That's Mike Hammer!"; "Mickey Spillane's Private Eye, Mike Hammer, In Action—And What Action!"; "A Thrill A Minute As Your Favorite Private Eye Comes To The Screen."

# The Shorts Parade

## TWO REEL

### Comedy

MR. WRIGHT GOES WRONG. Columbia-Comedy Favorites Re-releases. 19m. Reissue. October, 1946. Sterling Holloway, unable to get a room, meets a friend who has a reservation but wants to cancel it. Holloway uses his friend's name, and gets the room. In so doing, he also takes over his friend's troubles. FAIR. (1436).

### Musical

DANCE DEMONS. Universal-International-Musical Featurettes. 15m. Les Brown and his Band of Renown are featured while Lois Ray, Page and Bray, Jo Ann Greer and others do their stuff. Musical numbers heard include "Hawaiian War Chant," "Cha Cha For Gia," and "Moonlight In Vermont." GOOD. (3657).

RIOT IN RHYTHM. Universal-International-Musical Featurettes. 16m. Featured is Harry James and his Music Makers with the De Castro Sisters, singing guitarist Johnny O'Neil, and novelty dancers Ralph and Lorraine. Music heard includes "Cherry," "Roll 'Em," "Joshua Fit The Battle Of Jerricho," "Teach Me Tonight," and "Heartbreak Hotel." GOOD. (3656).

### Color Travel

PEARLS OF THE PACIFIC. Warners-Warner Color Specials. 18m. This Andre De La Varre subject holds interest as the camera visits the Philippine Islands and presents the contrast between the old and the modern there. For the most part, it runs to the form of other travel subjects. GOOD. (4003).

## ONE REEL

### Cimenascope Color Cartoons

GASTON IS HERE. 20th Century-Fox-CinemaScope Terrytoon. 6m. On the order of the UPA cartoons, this introduces Gaston Le Crayon, an artist, who is at odds with a movie director who looks and talks like Alfred Hitchcock. GOOD. (5705).

MAGOO BREAKS PAR. Columbia—CinemaScope Magoos. 6m. Magoo applies for membership at an exclusive golf course and decides to test their facilities. He takes a wrong bus and winds up in the state prison on the rockpile. The warden realizes a mistake has been made and puts him out, with Magoo complaining about the stuck-up snobs at the club. GOOD. (1756).

### Color Cartoons

BAD OL' PUTTY TAT. Warners—Blue Ribbon Hit Parade Cartoon Reissues. 7m. The villainous cat tries to catch the li'l ol' bird in his high bird house, and is unsuccessful despite a variety of tricks. The chase is on, with the bird still on the wing at the end. FAIR. (4312).

BEDEVILLED RABBIT. Warners-Bugs Bunny Specials. 7m. Plane-wrecked in the wilds, Bugs tangles with the Tasmanian devil, and only manages to outwit the creature when he poses as a Tasmanian she-devil. FAIR. (4727).

BOSTON QUACKIE. Warners-Merrie Melodies Cartoons. 7m. Daffy Duck is a detective working for Porky Pig. They are after spies and papers in France, where Daffy chases "the man in the green hat" on the "cloak and dagger express." It is a rough chase. GOOD. (4716).

BOYHOOD DAZE. Warners-Merrie Melodies Cartoons. 7m. This shows the vivid dreams of Ralph, a little boy sent to bed for being naughty. First he is Dr. Living-Son, African explorer hero, rescuing his parents from savages; next a jet ace saving his country from Martians. The ultra-modern drawings are excellent, but this is not very funny. GOOD. (4712).

CHEESE IT, THE CAT. Warners-Merrie Melodies Cartoons. 7m. The mice have actions and voices similar to Jackie Gleason's "Honeymooners" TV characters, but the burlesque ends there. The action concerns the efforts of the mice to obtain some cake for a birthday party despite the presence of a cat "monster." FAIR. (4713).

EACH DAWN I CROW. Warners—Blue Ribbon Hit Parade Cartoon Reissues. 7m. Reissue. October, 1949. The rooster spots the farmer sharpening his axe and muttering to himself about the disagreeable job to be done before Sunday dinner. The bird worries about being the main course of a chicken dinner, and tries to head things off by hiding the axe, etc. The farmer finds the axe, and it turns out that the job he had in mind was to cut down a tree, which falls on the rooster, and he does wind up on the dinner table. GOOD. (4311).

FOX TERROR. Warners-Merrie Melodies Cartoons. 7m. Foxhorn Leghorn, a fishing fiend, is decoyed on a hunting trip with the dopey dog by the fox, so he can have the field clear to steal the chickens. The fox is foiled. FAIR. (4714).

THE FRAMED CAT. MGM—Gold Medal Reprint Cartoons. 7m. Reissue. October, 1950. Tom steals a chicken leg and forces Jerry to take the blame. To get even, Jerry repeatedly steals a bone from a ferocious bulldog, and plants it on Tom, who is punished by the dog each time this happens. GOOD. (W-878).

GRAPE NUTTY. Columbia-Color Favorites Cartoon Reissues. 6m. Reissue. May, 1949. The Fox and Crow read a yarn about how a fox and a crow fight over a bunch of grapes, and declare it a silly story, but proceed to fight over the last grape of a bunch that they had been sharing. After almost ruining each other and wrecking their homes, they decide to be gallant, and each insists that the other have the grape. Another battle gets under way. FAIR. (1612).

INDIAN SERENADE. Columbia-Color Favorites Cartoon Reissues. 8m. Reissue. August, 1937. A little Indian boy cavorts with his Indian sweetheart. Their dog gets into trouble with a rattlesnake, but the girl straightens it out. Not so original, but it will get some chuckles and is good for kids. GOOD. (1615).

MUGSY AND BUGSY. Warner-Bugs Bunny Cartoons. 7m. Bugs tunnels under a deserted house to get out of rain-flooded quarters. This proves to be a crooks' hideout and Bugs, in an effort to prove to them that crime doesn't pay, tries to turn them against each other. GOOD. (4370).

PATRIOTIC POPEYE. Paramount—Popeye. 8m. Popeye and his two nephews have different ideas on how to celebrate July 4, with the kids wanting fireworks and Popeye hiding same. FAIR. (E16-6).

THE PEACHY COBBLER. MGM—Gold Medal Reprint Cartoons. 7m. Reissue. November, 1950. A new version of the story of the shoemaker and the elves, this has the kindly shoemaker and wife needing help, which they get from the elves whom they have befriended as birds. GOOD. (W-877).

PIKER'S PEAK. Warners-Bugs Bunny Specials. 7m. Bugs becomes involved with a midget with red whiskers and a German accent who is trying to climb the Smackerhorn. An avalanche is among the many things which happen to frustrate the climbers, who wind up atop the Eiffel Tower. GOOD. (4728).

SAFETY SECOND. MGM—Gold Medal Reprint Cartoons. 7m. Reissue. July, 1950. On July 4, Jerry wishes to impress the value of safety on his little mouse friend, who wants to shoot the works. It isn't until Tom chases Jerry around that he gets his wish. The firecrackers come in handy, and Tom is routed. GOOD. (W-876).

STEAL WOOL. Warners-Merrie Melodies Cartoon. 7m. Sam, the sheep dog, and Ralph, the wolf, are friends who go to work together every morning. As soon as they punch the time clock, they go about their business of trying to best each other while the sheep graze on. The wolf is practically done in at day's end. After they check out, Sam offers to double up and work for him next day. FAIR. (4715).

SWING, MONKEY, SWING. Columbia-Color Favorites Cartoon Reissues. 7½m. Reissue. October, 1937. Swing comes to Monkeyland, and this is a summary of what happens. This is ingenious and should prove enjoyable for most, although there are no real laughs. GOOD. (1613).

TWO LAZY CROWS. Columbia-Color Favorites Cartoon Reissues. 7m. Reissue. December, 1936. Two crows loaf through the summer, are caught in winter's snows. They are forced to take refuge in a cottage of a busy squirrel at whom they scoffed. FAIR. (1614).

WHAT'S OPERA DOC? Warners-Bugs Bunny Specials. 7m. This is a burlesque on Wagnerian opera featuring excellent drawings, even a special song, with Doc, an opera singer, out to capture Bugs, when the rabbit accidently arrives on the scene in the midst of the warbling. This is far above the usual run of animated cartoons and should find special favor in art houses, believe it or not. EXCELLENT. (4729).

### Cinemascope Color Novelty

GUARDIANS OF THE NORTH. 20th Century-Fox-CinemaScope Novelty. 8m. A well-made subject shows the training, activities, and life of the colorful North west Mounted Police. It is interesting and a fine depiction of the world's most colorful police force. GOOD. (7706).

### Color Novelty

I'LL BE DOGGONED. Warners-Warnercolor Specials. 10m. This Andre De La Varre novelty subject covers dogs, dogs, and more dogs, seen at a Dublin and Italian dog shows; seeing eye dogs in Austria; sheep dogs in action; hunting dogs; police dogs in training; and avalanche dogs in the Alps. This is a most interesting, well photographed, and fast moving reel. EXCELLENT. (4402).

### Novelty

CANDID MICROPHONES. Series 4, No. 1. Columbia-Candid Microphones Reissues. 9m. Reissue. October, 1951. Featuring Allen Funt, this offers three non-too-ingenious variations of the unwary person being photographed before both a hidden camera and microphone. One involves some honeymooners in the information bureau at Niagara Falls, N. Y. FAIR. (1555).

CANDID MICROPHONES. Series 4, No. 2. Columbia-Candid Microphones Reissues. 11m. Reissue. January, 1952. Allen Funt takes his hidden camera and microphone to a cleaning store, acts as a department store ad man who wants a female Santa Claus, and then confuses an unwary handbag salesman. FAIR. (1556).

THE CHINA DOLL. Columbia-Cavalcade of Broadway Reissue. 11m. Reissue. January, 1951. Columnist Danton Walker takes a camera trip to the China Doll, New York restaurant, and introduces stars of the evening while struggling with his chop sticks. Featured are the China Dollies chorus line, an acrobatic troupe, Toy and Wing, Chinese

*(Continued on page 4371)*

# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1955-56 shorts product will be found on pages 4321, and 4322 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR.—Ed.)

## Buena Vista

### TECHNICOLOR FEATURETTE

| | | | | |
|---|---|---|---|---|
| | (............) | Cow Dog | E | 22m. 4246 |
| | (............) | Wet Back Island | E | 18m. 4331 |

### PEOPLES AND PLACES

(CinemaScope; Technicolor)

| | | | | |
|---|---|---|---|---|
| | (............) | Disneyland | E | 42m. 4271 |

### WALT DISNEY CARTOONS

| | | | | |
|---|---|---|---|---|
| | (............) | A Cowboy Needs A Horse | E | 8m. 4247 |

### WALT DISNEY CLASSIC CARTOON REISSUES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 74101 | (Aug. 3) | The Hockey Champ | E | 7m. 4208 |
| 74102 | (Aug. 24) | Pluto At The Zoo | G | 8m. 4211 |
| 74103 | (Sept. 14) | Donald's Tire Trouble | E | 7m. 4247 |
| 74104 | (Oct. 5) | The Purloined Pup | G | 7m. 4247 |
| 74105 | (Oct. 26) | Bill Posters | G | 8m. 4252 |
| 74106 | (Nov. 16) | Pluto's Playmate | E | 8m. 4256 |
| 74107 | (Dec. 7) | Donald's Snow Fight | G | 7m. 4283 |
| 74108 | (Dec. 28) | Society Dog Show | E | 7m. 4283 |
| 74108 | (Jan. 18) | Donald's Gold Mine | G | 7m. 4283 |
| 74110 | (Feb. 8) | T-Bone For Two | G | 7m. 4283 |
| 74111 | (Mar. 1) | Dumbell Of The Yukon | G | 7m. 4294 |
| 74112 | (Mar. 22) | Bone Trouble | E | 9m. 4294 |
| 74113 | (............) | Window Cleaners | G | 8½m. 4295 |

## Columbia

### TWO REEL
### COMEDIES
### ALL-STAR

| | | | | |
|---|---|---|---|---|
| 1475 | (Nov. 22) | Pardon My Nightshirt (Clyde) | F | 16m. 4283 |

### ASSORTED FAVORITE REPRINTS (6)

| | | | | |
|---|---|---|---|---|
| 1421 | (Sept. 20) | Clunked In The Clink (Vague) | F | 16m. 4246 |
| 1422 | (Oct. 18) | When The Wife's Away (Hugh Herbert) | F | 17m. 4246 |
| 1423 | (Dec. 12) | She Took A Powder (Vague) | G | 16m. 4294 |
| 1424 | (Jan. 3) | Nervous Shakedown (Herbert) | F | 15½m. 4294 |
| 1425 | (Feb. 7) | A Miss In A Mess (Vague) | F | 15½m. 4303 |
| 1426 | (Apr. 4) | Hot Heir (Hugh Herbert) | F | 18m. 4335 |

### COMEDY FAVORITES RE-RELEASES

| | | | | |
|---|---|---|---|---|
| 1431 | (Oct. 11) | Scooper Dooper (Sterling Holloway) | F | 18m. 4246 |
| 1432 | (Nov. 15) | Jiggers My Wife (Shemp Howard) | F | 18m. 4294 |
| 1433 | (Dec. 20) | The Sheepish Wolf (VonZell) | F | 17½m. 4294 |
| 1434 | (Jan. 24) | Where The Pest Begins (Shemp Howard) | B | 17m. 4294 |
| 1435 | (Mar. 7) | Stage Frights (Collins and Kennedy) | F | 19m. 4335 |
| 1436 | (June 6) | Mr. Wright Goes Wrong (Sterling Holloway) | F | 19m. 4368 |

### CINEMASCOPE MUSICAL TRAVELARKS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1441 | (Feb. 14) | Wonders of New Orleans | G | 19m. 4275 |
| 1442 | (Apr. 18) | Wonders of Washington | E | 20m. 4310 |
| 1443 | (June 27) | Arrivederci Roma | | |

### SERIALS

| | | | | |
|---|---|---|---|---|
| 1120 | (Nov. ) | Hop Harrigan (Reissue) | G | 15ep. 4272 |
| 1140 | (Mar. ) | Congo Bill (Reissue) | G | 15ep. 4311 |
| 1160 | (June 13) | The Green Goddess (Reissue) | F | 15ep. 4347 |

### THE THREE STOOGES (8)

| | | | | |
|---|---|---|---|---|
| 1401 | (Sept. 6) | Hot Stuff | F | 16m. 4246 |
| 1402 | (Oct. 4) | Scheming Schemers | F | 16m. 4259 |
| 1403 | (Nov. 8) | Commotion On The Ocean | F | 16m. 4275 |
| 1404 | (Jan. 17) | Hoofs and Goofs | B | 15½m. 4281 |
| 1405 | (Feb. 28) | Muscle Up A Little Closer | F | 17m. 4294 |
| 1406 | (Mar. 28) | A Merry Mix-Up | F | 16m. 4310 |
| 1407 | (Apr. 18) | Space Ship Sappy | G | 16m. 4345 |
| 1408 | (June 13) | Guns A Poppin' | | |

### One Reel

### CANDID MICROPHONES

(Reissue)

| | | | | |
|---|---|---|---|---|
| 1551 | (Sept. 20) | Series 3, No. 3 | G | 10½m. 4256 |
| 1552 | (Dec. 6) | Series 3, No. 4 | F | 11m. 4295 |
| 1553 | (Jan. 3) | Series 3, No. 5 | G | 10m. 4295 |
| 1554 | (Mar. 7) | Series 3, No. 6 | F | 10m. 4339 |
| 1555 | (.......) | Series 4 No. 1 | F | 9m. 4369 |
| 1556 | (.......) | Series 4 No. 2 | F | 11m. 4369 |

### CAVALCADE OF BROADWAY

(Reissue)

| | | | | |
|---|---|---|---|---|
| 1951 | (Sept. 6) | Cafe Society | G | 11m. 4256 |
| 1952 | (Nov. 8) | Blue Angel | G | 10½m. 4295 |
| 1953 | (Dec. 21) | Village Barn | G | 9m. 4295 |
| 1954 | (Feb. 21) | Leon And Eddie's | G | 11m. 4315 |
| 1955 | (Apr. 11) | The Versailles | G | 10m. 4335 |
| 1956 | (June 13) | The China Doll | | 4369 |

### COLOR FAVORITES CARTOONS

(Technicolor)
(Reissue)

| | | | | |
|---|---|---|---|---|
| 1601 | (Sept. 6) | Leave Us Chase It | F | 6½m. 4247 |
| 1602 | (Oct. 4) | Topsy Turkey | F | 6½m. 4247 |
| 1603 | (Nov. 1) | Silent Tweetment | F | 6½m. 4295 |
| 1604 | (Nov. 15) | Coo-Coo Bird Dog | F | 6m. 4294 |
| 1605 | (Dec. 13) | Concerto In B-Flat Minor | G | 7m. 4294 |
| 1606 | (Jan. 17) | Robin Hoodlum | G | 7m. 4295 |
| 1607 | (Feb. 7) | Fowl Brawl | F | 7m. 4303 |
| 1608 | (Feb. 21) | Magic Fluke | G | 7m. 4311 |
| 1609 | (Mar. 14) | Cat-Tostrophy | F | 6m. 4331 |
| 1610 | (Apr. 4) | Punchy DeLeon | G | 6½m. 4331 |
| 1611 | (Apr. 18) | Wacky Quacky | F | 6m. 4335 |
| 1612 | (June 6) | Grape Nutty | F | 6m. 4368 |
| 1613 | (June 20) | Swing Monkey Swing | G | 7½m. 4368 |
| 1614 | (July 4) | Two Lazy Crows | F | 7m. 4369 |
| 1615 | (July 18) | Indian Serenade | G | 8m. 4368 |

### CINEMASCOPE MAGOOS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1751 | (Sept. 13) | Trail Blazer Magoo | E | 6m. 4246 |
| 1752 | (Oct. 18) | Magoo's Problem Child | G | 6½m. 4246 |
| 1753 | (Dec. 27) | Meet Mother Magoo | E | 6m. 4283 |
| 1754 | (Feb. 21) | Magoo Goes Overboard | G | 6m. 4294 |
| 1755 | (Apr. 25) | Matador Magoo | E | 6m. 4339 |
| 1756 | (June 27) | Mr. Magoo Breaks Par | G | 6m. 4368 |
| 1757 | (July 25) | Magoo's Glorious Fourth | | |
| 1758 | (Aug. 15) | Magoo's Masquerade | | |

### SCREEN SNAPSHOTS

| | | | | |
|---|---|---|---|---|
| 1851 | (Dec. 15) | Hollywood Stars At A Party (Color) | F | 9½m. 4283 |
| 1852 | (Feb. 28) | Hollywood Star Night (Tech.) | G | 10m. 4315 |
| 1853 | (Mar. 28) | WAIF International Ball (Color) | G | 9m. 4347 |
| 1854 | (Apr. 25) | Walter Winchell Party (Color) | E | 9m. 4347 |
| 1855 | (May 30) | Meet The Photoplay Winners | F | 10m. 4371 |
| 1856 | (June 27) | The Mocambo Party | F | 10m. 4371 |

### WORLD OF SPORTS

| | | | | |
|---|---|---|---|---|
| 1801 | (Oct. 25) | Asphalt Playground | G | 10m. 4276 |
| 1802 | (Nov. 29) | Midget Musclemen | G | 9m. 4283 |
| 1803 | (Dec. 27) | Tee Topnotchers | F | 10m. 4295 |
| 1804 | (Jan. 31) | Sharpshootin' Sportsmen | F | 9m. 4295 |
| 1805 | (Feb. 28) | Flying Horses | F | 9m. 4315 |
| 1806 | (Apr. 25) | Winged Fury | E | 9m. 4339 |
| 1807 | (May 30) | Panama Playland | | |
| 1808 | (June 27) | Anglin' Around | G | 10m. 4371 |
| 1809 | (July 25) | Wrasslin' up a Storm | | |

## MGM

### THREE REEL
### CINEMASCOPE SPECIAL

(Eastman Color)

| | | | | |
|---|---|---|---|---|
| A-801 | (Oct. 5) | The Battle Of Gettysburg | E | 30m. 4252 |

### One Reel
### CINEMASCOPE CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| C-831 | (Sept. 7) | Muscle Beach Tom | G | 7m. 4203 |
| C-832 | (Sept. 21) | Millionaire Droopy | E | 7m. 4208 |
| C-833 | (Oct. 12) | Downbeat Bear | G | 7m. 4208 |
| C-834 | (Nov. 16) | Blue Cat Blues | G | 7m. 4299 |
| C-835 | (Dec. 14) | Barbecue Brawl | G | 7m. 4311 |
| C-836 | (Jan. 25) | Cat's Meow | F | 7m.4311 |
| C-837 | (Feb. 22) | Tops With Pops | F | 7m. 4315 |
| C-838 | (Mar. 29) | Give And Tyke | G | 7m. 4315 |
| C-839 | (Apr. 19) | Timid Tabby | G | 7m. 4347 |
| C-840 | (May 17) | Grin And Share It | G | 7m. 4347 |
| C-841 | (June 17) | Feedin' The Kiddie | G | 8m. 4347 |
| C-842 | (July 26) | Scat Cats | G | 7m. 4347 |

### GOLD MEDAL REPRINT CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| W-861 | (Sept. 28) | Polka Dot Puss (T-J) | F | 8m. 4236 |
| W-862 | (Oct. 5) | The Bear And The Bean (B-B) | G | 7m. 4235 |
| W-863 | (Oct. 26) | Heavenly Puss (T-J) | F | 8m. 4235 |
| W-864 | (Nov. 9) | Bad Luck Blackie (T-A) | G | 7m. 4260 |
| W-865 | (Nov. 30) | Cueball Cat (T-J) | G | 7m. 4260 |
| W-866 | (Dec. 7) | Senor Droopy (D) | G | 8m. 4260 |
| W-867 | (Dec. 28) | Little Rural Riding Hood (T-A) | G | 6m. 4260 |
| W-868 | (Jan. 4) | The Cat And The Mermouse (T-J) | G | 7½m. 4311 |
| W-869 | (Jan. 18) | The Cuckoo Clock (T-A) | G | 7m. 4311 |
| W-870 | (Feb. 1) | Tennis Chumps (T-J) | E | 7m. 4311 |
| W-871 | (Feb. 15) | The Bear And The Hare (B-B) | F | 7m. 4311 |
| W-872 | (Mar. 8) | Saturday Evening Puss (T-J) | G | 7m. 4311 |
| W-873 | (Mar. 22) | Garden Gophers (T-A) | F | 7m. 4311 |
| W-874 | (Apr. 5) | Little Quacker | G | 7m. 4359 |
| W-875 | (Apr. 26) | The Chump Champ | F | 7m. 4359 |
| W-876 | (May 3) | Safety Second | G | 7m. 4368 |
| W-877 | (May 24) | The Peachy Cobbler | G | 7m. 4368 |
| W-878 | (June 21) | The Framed Cat | G | 7m. 4368 |

## Paramount

### CARTOON CHAMPION REISSUES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| S16-1 | (Sept. 21) | Mice Meeting You | G | 7m. 4235 |
| S16-2 | (Sept. 21) | Sock-A-Bye Kitty | G | 7m. 4236 |
| S16-3 | (Sept. 21) | Casper's Spree Under The Sea | E | 8m. 4235 |
| S16-4 | (Sept. 21) | One Quack Mind | F | 7m. 4235 |
| S16-5 | (Sept. 21) | Mice Paradise | G | 7m. 4235 |
| S16-6 | (Sept. 21) | Once Upon A Rhyme | G | 8m. 4235 |
| S16-7 | (Sept. 28) | Hold The Lion Please | G | 7m. 4235 |
| S16-8 | (Sept. 28) | Land Of Lost Watches | G | 9m. 4235 |
| S16-9 | (Sept. 28) | To Boo Or Not To Boo | G | 7m. 4236 |
| S16-10 | (Sept. 28) | As The Crow Lies | F | 6m. 4235 |
| S16-11 | (Sept. 28) | Slip Us Some Redskin | G | 7m. 4236 |
| S16-12 | (Sept. 28) | Boo Scout | G | 8m. 4235 |

### CASPER CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| B16-1 | (Nov. 2) | Fright From Wrong | G | 6m. 4256 |
| B16-2 | (Jan. 4) | Spooking About Africa | F | 6m. 4295 |
| B16-3 | (Mar. 1) | Hooky Spooky | F | 6m. 4355 |
| B16-4 | (May 24) | Peekaboo | F | 6m. 4359 |
| B16-5 | (July 19) | Ghost of Honor | | |
| B16-6 | (Aug. 30) | Ice Scream | | |

### HERMAN AND CATNIP CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| H16-1 | (Dec. 7) | Hide And Peek | F | 6m. 4295 |
| H16-2 | (Feb. 22) | Cat In The Act | F | 6m. 4355 |
| H16-3 | (June 14) | Sky Scrappers | | |
| H16-4 | (Aug. 16) | From Mad To Worse | | |

### NOVELTOONS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| P16-1 | (Oct. 19) | Sir Irving And Jeames | G | 7m. | 4256 |
| P16-2 | (Dec. 21) | Lion In The Roar | F | 6m. | 4295 |
| P16-3 | (Jan. 25) | Pest Pupil | F | 6m. | 4295 |
| P16-4 | (Mar. 29) | Fishing Tackler | F | 6m. | 4355 |
| P16-5 | (June 7) | Mr. Maney Gags | G | 7m. | 4355 |
| P16-6 | (July 5) | L'Amour The Merrier | | | |

### POPEYE CARTOONS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| E16-1 | (Oct. 12) | Parlèz Vous Woo | G | 6m. | 4256 |
| E16-2 | (Nov. 16) | I Don't Scare | F | 6m. | 4295 |
| E16-3 | (Dec. 14) | A Haul In One | G | 6m. | 4295 |
| E16-4 | (Feb. 8) | Nearlyweds | F | 7m. | 4355 |
| E16-5 | (Apr. 5) | The Crystal Brawl | F | 6m. | 4359 |
| E16-6 | (May 10) | Patriotic Popeye | F | 8m. | 4368 |
| E16-7 | (June 21) | Spree Lunch | | | |
| E16-8 | (Aug. 9) | Spooky Swabs | | | |

### SPEAKING OF ANIMALS CHAMPIONS

(Reissue)

| | | | | | |
|---|---|---|---|---|---|
| A15-1 | (Sept. 30) | Taln't So | F | 10m. | 4044 |
| A15-2 | (Sept. 30) | Monkey Shines | G | 9m. | 4044 |
| A15-3 | (Sept. 30) | Be Kind To Animals | E | 8m. | 4043 |
| A15-4 | (Sept. 30) | From A To Zoo | E | 9m. | 4043 |

### TOPPERS

| | | | | | |
|---|---|---|---|---|---|
| M15-1 | (Oct. 7) | Three Kisses | E | 10m. | 4084 |
| M15-2 | (Nov. 11) | Reunion In Paris | G | 10m. | 4096 |
| M15-3 | (Jan. 27) | Animals A La Carte | F | 10m. | 4105 |
| M15-4 | (Mar. 9) | There's Gold In Them Thrills | F | 10m. | 4126 |
| M15-5 | (May 4) | Ups And Downs | G | 9m. | 4179 |
| M15-6 | (Aug. 24) | Herman Hickman's Football Review | G | 10m. | 4256 |

### VISTAVISION SPECIALS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| V15-1 | (............) | Bing Presents Oreste | E | 10m. | 4126 |
| V15-2 | (June 29) | VistaVision Visits Panama | G | 10m. | 4187 |
| V15-3 | (Aug. 3) | VistaVision Visits Gibraltar | G | 10m. | 4240 |
| V15-4 | (Oct. 5) | VistaVision Visits Austria | E | 17m. | 4252 |

## Republic

### SERIALS

| | | | | | |
|---|---|---|---|---|---|
| 5682 | (Oct. 15) | Federal Operator 99 (Reissue) | G | 12ep. | 4246 |
| 5683 | (Jan. 14) | Dangers Of The Canadian Mounted (Reissue) | G | 12ep. | 4299 |
| | (............) | The Purple Monster Strikes (Reissue) | G | 15ep. | 4323 |

## 20th Century-Fox

### ONE REEL

### CINEMASCOPE

(Color)

| | | | | | |
|---|---|---|---|---|---|
| 7701 | (Jan. ) | Port Of Sports | G | 9m. | 4331 |
| 7702 | (Feb. ) | Divided By The Sea | E | 7m. | 4331 |
| 7703 | (Mar. ) | Future Baseball Champs (Black and White) | G | 10m. | 4331 |
| 7704 | (Apr. ) | Bluefin Fury | E | 8m. | 4331 |
| 7705 | (May ) | Orient Express To Hong Kong | G | 9m. | 4331 |
| 7706 | (June ) | Guardians Of The North | G | 8m. | 4369 |
| 7707 | (July ) | Tempo Of Tomorrow | | | |
| 7708 | (Aug. ) | Swamp Boat Sports | | | |
| 7709 | (Sept. ) | Midway Medley | | | |
| 7710 | (Oct. ) | Journey Thru Ceylon | | | |

### TWO REEL

### CINEMASCOPE COLOR SPECIALS

| | | | | | |
|---|---|---|---|---|---|
| 7608 | (Apr. ) | Land Of The Bible (DeLuxe Color) | E | 18m. | 4114 |
| 7609 | (June ) | Dark Wave (Technicolor) | E | 23m. | 4177 |

One Reel

### CINEMASCOPE TERRYTOONS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 5701 | (Jan. ) | John Doormat In Topsy TV | F | 7m. | 4315 |
| 5702 | (Feb. ) | Spoofy In Gag Buster | F | 7m. | 4355 |
| 5703 | (Mar. ) | Beefy In A Bum Steer | F | 7m. | 4355 |
| 5704 | (Apr. ) | Sniffer In The Bone Ranger | | | |
| 5705 | (May ) | Gaston Is Here | G | 6m. | 4368 |
| 5706 | (June ) | Shove Thy Neighbor | | | |
| 5707 | (July ) | Clint Clobber's Cat | | | |
| 5708 | (Aug. ) | Flebus | G | 7m. | 4331 |

### TERRYTOON TOPPERS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 5731 | (Jan. ) | Heckle And Jeckle In Pirate's Gold | G | 7m. | 4355 |
| 5732 | (Feb. ) | A Hare-Breadth Finish | G | 7m. | 4339 |
| 5733 | (Mar. ) | African Jungle Hunt | F | 7m. | 4347 |
| 5734 | (Apr. ) | Dimwit In Daddy's Little Darling | | | |
| 5735 | (May ) | Love Is Blind | | | |
| 5736 | (June ) | Beauty On The Beach | | | |
| 5737 | (July ) | All This And Rabbit Stew | | | |
| 5738 | (Aug. ) | Beaver Trouble | | | |
| 5739 | (Sept. ) | Mighty Mouse In Goons From The Moon | | | |
| 5740 | (Oct. ) | Nutsy In Squirrel Crazy | | | |

### MOVIETONE MELODY

| | | | | | |
|---|---|---|---|---|---|
| 7201 | (Nov. ) | Lawrence Welk and His Champagne Music (Reissue) | F | 9m. | 4295 |

## Universal-International

### Two Reel

### SPECIAL

| | | | | | |
|---|---|---|---|---|---|
| 3601 | (Mar. 4) | Song of The Grape (Color) | G | 20m. | 4323 |
| 3602 | (July 8) | So Proudly We Hail (CS) | | | |

### MUSICAL FEATURETTES

| | | | | | |
|---|---|---|---|---|---|
| 3651 | (Nov. 25) | Riddles In Rhythm | G | 15m. | 4283 |
| 3652 | (Dec. 17) | Skylarkin' Time | F | 15m. | 4283 |
| 3653 | (Feb. 11) | Rhythms With Regls | F | 14m. | 4315 |
| 3654 | (Feb. 25) | Golden Ladder | G | 15m. | 4323 |
| 3655 | (Mar. 11) | Swingin' And Singin' | G | 15m. | 4331 |
| 3656 | (April 8) | Riat In Rhythm | G | 16m. | 4368 |
| 3657 | (May 6) | Dance Demons | G | 15m. | 4368 |
| 3658 | (June 3) | Record Hap | | | |
| 3659 | (July 1) | Salute To Song | | | |
| 3660 | (July 29) | Taps And Tunes | | | |

### COLOR PARADES

| | | | | | |
|---|---|---|---|---|---|
| 3671 | (Dec. 24) | Holiday In The Hills | G | 9m. | 4283 |
| 3672 | (Jan. 21) | Valley of Two Faces (CS) | G | 10m. | 4283 |
| 3673 | (Feb. 11) | Frozen Frontier | G | 9m. | 4323 |
| 3674 | (Mar. 25) | Junior Jamboree | G | 9m. | 4323 |
| 3675 | (May 20) | Crossroads Of The Ages | G | 9m. | 4323 |
| 3676 | (July 1) | The Lion Dancers | | | |
| 3677 | (Sept. 2) | Hurray All Boats | | | |

### WALTER LANTZ CARTUNES

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 3611 | (Dec. 17) | Woodpecker Meets Davy Crewcut | G | 6m. | 4283 |
| 3612 | (Jan. 14) | Fowled Up Party | G | 6m. | 4283 |
| 3613 | (Feb. 11) | Red Riding Hoodlum | G | 6m. | 4283 |
| 3614 | (Mar. 11) | The Plumber Of Seville | F | 6m. | 4283 |
| 3615 | (Apr. 8) | Box Car Bandit | G | 6m. | 4283 |
| 3616 | (May 6) | Operation Cold Feet | G | 6m. | 4283 |
| 3617 | (June 3) | Unbearable Salesman | | | |
| 3618 | (July 1) | International Woodpecker | G | 6m. | 4323 |
| 3619 | (July 29) | To Catch A Woodpecker | | | |
| 3620 | (Aug. 26) | Goofy Gardner | | | |
| 3621 | (Sept. 23) | Round Trip To Mars | | | |

### VARIETY VIEWS

| | | | | | |
|---|---|---|---|---|---|
| 3691 | (Feb. 4) | Milk Run | G | 9m. | 4323 |
| 3692 | (Mar. 4) | Monkeys Are The Craziest | F | 9m. | 4323 |
| 3693 | (Apr. 1) | Bear Cubs Go Rural | F | 9m. | 4323 |
| 3694 | (May 6) | Brooklyn Goes To Detroit | F | 9m. | 4323 |
| 3695 | (June 17) | Washington Zoo | E | 9m. | 4371 |
| 3696 | (July 15) | What Is A Safari | | | |
| 3697 | (Aug. 26) | Hot Reel | | | |

## Warners

### SPECIAL FEATURETTES

| | | | | | |
|---|---|---|---|---|---|
| 4911 | (............) | Chasing The Sun | G | 36m. | 4252 |

### Two Reel

### WARNERCOLOR SCOPE GEMS (4)

| | | | | | |
|---|---|---|---|---|---|
| 4101 | (Oct. 6) | South Of The Himalayas | E | 18m. | 4264 |
| 4102 | (Dec. 29) | The Legend Of El Dorado | E | 18m. | 4310 |
| 4103 | (July 13) | Blue Danube | | | |

### SPECIALS (4)

(WarnerColor)

| | | | | | |
|---|---|---|---|---|---|
| 4001 | (Sept. 8) | East Is East | G | 18m. | 4246 |
| 4002 | (Dec. 2) | Howdy Partner | G | 18m. | 4311 |
| 4003 | (Mar. 2) | Pearls Of The Pacific | G | 18m. | 4368 |

### One Reel

### BLUE RIBBON HIT PARADES

(Reissue)

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 4301 | (Sept. 15) | Mouse Mazurka | F | 8m. | 4247 |
| 4302 | (Oct. 20) | Paying The Piper | F | 7m. | 4247 |
| 4303 | (Nov. 17) | Daffy Duck Hunt | F | 7m. | 4264 |
| 4304 | (Dec. 1) | Henhouse Hennery | E | 7m. | 4272 |
| 4305 | (Jan. 19) | Swallow The Leader | F | 7m. | 4323 |
| 4306 | (Feb. 2) | For Scent-Imental Reasons | G | 7m. | 4323 |
| 4307 | (Mar. 9) | Mouse Wreckers | G | 7m. | 4323 |
| 4308 | (Apr. 6) | Dough For The Do-Do | F | 7m. | 4323 |
| 4309 | (Apr. 27) | Fast And Furry-Ous | G | 7m. | 4323 |
| 4310 | (May 18) | Bear Feat | E | 8m. | 4359 |
| 4311 | (June 15) | Each Dawn I Crow | G | 7m. | 4368 |
| 4312 | (June 29) | Bad Ol' Putty Tat | F | 7m. | 4368 |
| 4313 | (Aug. 24) | Hippety Hopper | | | |

### BUGS BUNNY SPECIALS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 4723 | (Sept. 15) | A Star Is Bored | G | 7m. | 4247 |
| 4724 | (Oct. 27) | Wideo Rabbit | G | 7m. | 4256 |
| 4725 | (Dec. 15) | To Hare Is Human | F | 7m. | 4311 |
| 4726 | (Feb. 9) | Ali Baba Bunny | E | 7m. | 4311 |
| 4727 | (Apr. 13) | Bedeviled Rabbit | F | 7m. | 4368 |
| 4728 | (May 25) | Piker's Peak | G | 7m. | 4368 |
| 4729 | (July 6) | What's Opera Doc? | E | 7m. | 4369 |
| 4730 | (Aug. 31) | Mugsy and Bugsy | G | 7m. | 4368 |

### MERRIE MELODIES

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 4701 | (Sept. 1) | Slap Hoppy Mouse | G | 7m. | 4227 |
| 4702 | (Sept. 20) | Deduce, You Say! | G | 7m. | 4247 |
| 4703 | (Oct. 13) | Yankee Dood It | F | 7m. | 4256 |
| 4704 | (Nov. 10) | There They Go-Go-Go | F | 7m. | 4256 |
| 4705 | (Nov. 24) | Two Crows From Tacos | G | 7m. | 4247 |
| 4706 | (Dec. 8) | The Honey Mousers | G | 7m. | 4311 |
| 4707 | (Jan. 5) | The Three Little Bops | E | 7m. | 4311 |
| 4708 | (Jan. 12) | Tweet Zoo | F | 7m. | 4311 |
| 4709 | (Jan. 26) | Scrambled Aches | F | 7m. | 4311 |
| 4710 | (Feb. 23) | Go Fly A Kite | G | 7m. | 4311 |
| 4711 | (Mar. 16) | Tweety And The Beanstalk | E | 7m. | 4311 |
| 4712 | (Apr. 20) | Boyhood Daze | G | 7m. | 4368 |
| 4713 | (May 4) | Cheese It, The Cat | F | 7m. | 4368 |
| 4714 | (May 11) | Fox Terror | F | 7m. | 4368 |
| 4715 | (June 8) | Steal Wool | F | 7m. | 4368 |
| 4716 | (June 22) | Boston Quackie | G | 7m. | 4368 |
| 4717 | (July 20) | Tobasco Road | | | |
| 4718 | (Aug. 10) | Birds Anonymous | | | |
| 4719 | (Aug. 17) | Ducking The Devil | | | |
| 4720 | (Sept. 14) | Zoom And Bored | | | |
| 4721 | (Sept.28) | Greedy For Tweety | | | |
| 4722 | (Oct. 12) | Touche And Go | | | |

### WARNERCOLOR SPECIALS (6)

| | | | | | |
|---|---|---|---|---|---|
| 4401 | (Oct. 27) | Playtime Pals | G | 9m. | 4247 |
| 4402 | (Mar. 30) | I'll Be Doggoned | E | 10m. | 4369 |
| 4403 | (July 27) | Tales Of The Black Forest | | | |

### WARNERCOLOR SCOPE GEMS (6)

| | | | | | |
|---|---|---|---|---|---|
| 4501 | (Sept. 22) | Crossroads Of The World | E | 9m. | 4276 |
| 4502 | (Nov. 3) | Magic In The Sun | E | 8m. | 4283 |
| 4503 | (Feb. 16) | Under Carib Skies | F | 9m. | 4323 |
| 4504 | (Aug. 3) | Alpine Glory | | | |

## Miscellaneous

| | | | |
|---|---|---|---|
| Bloodstock (BIS) (Color) | F | 15m. | 4310 |
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| Challenge In The Air (BIS) | F | 13½m. | 4315 |
| Face Of Lincoln, The (Cavalcade) | G | 20m. | 4331 |
| Hidden Talent (McCarthy) | F | 17m. | 4272 |
| Impression Of London, An (BIS) (Technicolor) | E | 14m. | 4311 |
| Majesty Of The Air (BIS) (Tech.) | G | 21m. | 4311 |
| Red Balloon, The (Lopert) (Tech.) | E | 34m. | 4310 |
| Suez Canal—(Technicolor)—(deRochemont) | E | 25m. | 4221 |
| Trooping The Colour (BIS) (Tech.) | G | 10m. | 4331 |
| True Story Of The Civil War, The (Film Representations) | E | 33m. | 4331 |
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*(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)*

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## THE SHORTS PARADE

*(Continued from page 4369)*

dance duo, and Chinese "hillbillies" Ming and Ling giving their version of "Red River Valley" and "Loch Lomond." GOOD. (1956).

MEET THE PHOTOPLAY WINNERS. Columbia—Screen Snapshots. 10m. In addition to mystery guests, this has Ralph Staub saying hello over and over again as Hollywood stars enter a room somewhere to receive fan magazine awards. Most of the same stars are seen on the dais receiving said awards. To be seen are Eddie Fisher, Debbie Reynolds, Barbara Stanwyck, Cesar Romero, Ernest Borgnine, Alan Ladd, Rock Hudson, Ronald Reagan, and George Gobel. FAIR. (1855).

THE MOCAMBO PARTY. Columbia—Screen Snapshots. 10m. More mystery guests in addition to which Ralph Staub sticks a microphone in the faces of celebrities and makes with nonsensical comments as they enter the Mocambo for a cocktail party. Among those seen are Danny Thomas, Natalie Wood, Corinne Calvet, Jeffrey Hunter, Edgar Bergen, Ed and Keenan Wynn, Rock Hudson. FAIR. (1856).

WASHINGTON ZOO. Universal-International-Variety Views. 9m. The camera visits the National Zoological Park, Washington, D.C., operated by the Smithsonian Institute. The shots of animal life, gifts to the U. S. from all over the globe, are outstanding. EXCELLENT. (3695).

ANGLIN' AROUND. Columbia—World of Sports. 10m. The camera follows the fishermen to Canada for trout, to the waters off Cuba for tarpon, off Chile's Pacific Coast for swordfish, and in the Gulf for marlin. GOOD. (1808).

# ALPHABETICAL GUIDE To 449 Features Reviewed Since The Sept. 5, Issue

This Index covers features reviewed thus far during the 1956-57 season in addition to features of the 1955-56 season reviewed after the issue of Sept. 5, 1956.—Ed.)

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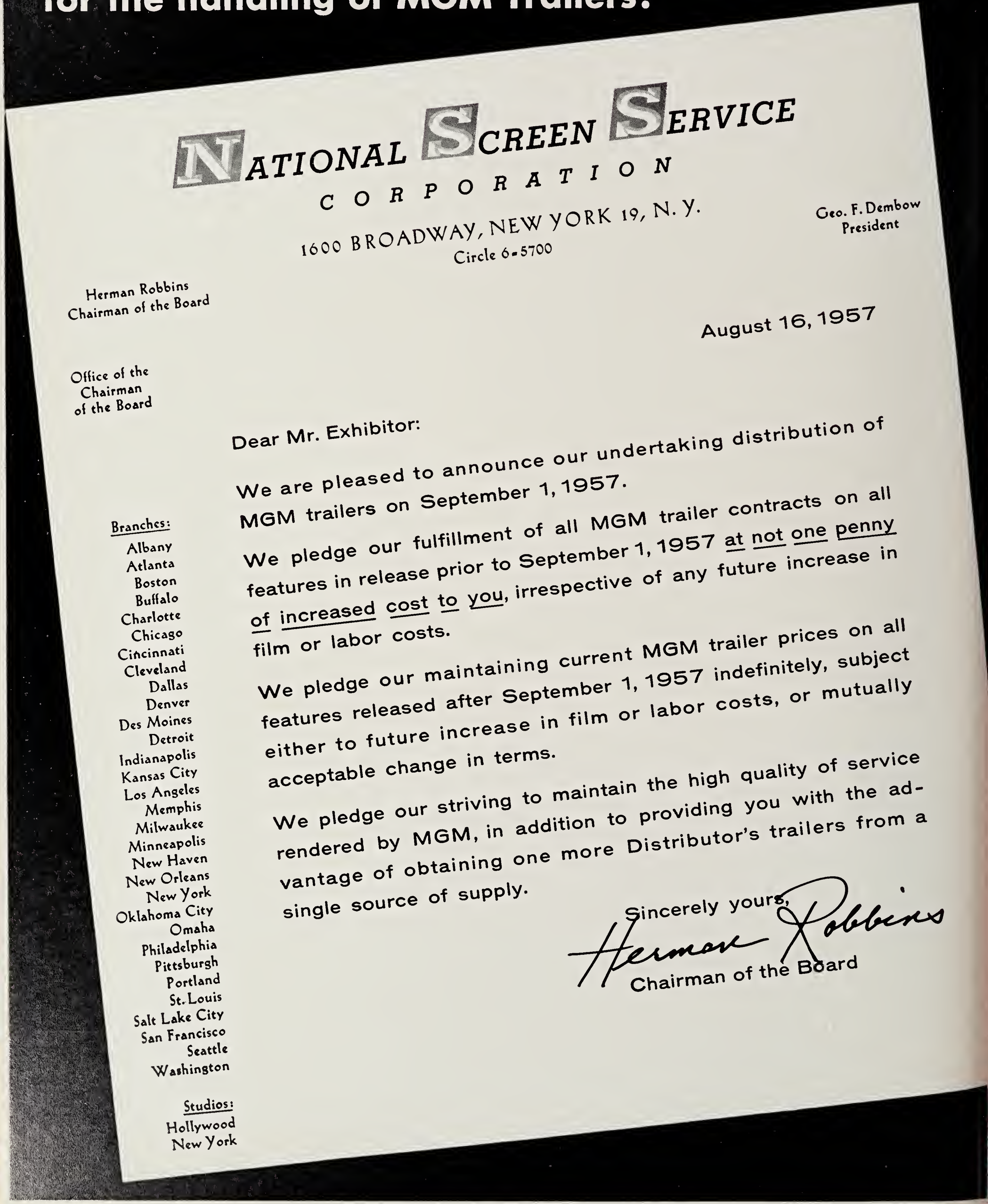
|---|---|---|---|---|---|---|---|---|---|---|---|
| NOW IN GENERAL RELEASE | **The Persuader**<br>James Craig, Kristine Miller<br>**Destination 60,000**<br>Preston Foster, Jeff Donnell<br>**The Oklahoman**<br>(CS-C)<br>Joel McCrea, Barbara Hale<br>**Storm Out Of The West**<br>Dale Robertson, Lois Maxwell, Derek Bond<br>**Let's Be Happy**<br>(CS-TC)<br>Tony Martin, Vera-Ellen<br>**Spook Chasers**<br>Bowery Boys<br>**Hot Rod Rumble**<br>Leigh Snowden, Wright King<br>**Aqua Dive Girl**<br>Mara Corday, Pat Conway<br>**Love In The Afternoon**<br>Gary Cooper, Audrey Hepburn, Maurice Chevalier | **Beyond Mombasa**<br>(TC)<br>Cornel Wilde, Donna Reed<br>**Calypso Heat Wave**<br>Johnny Desmond, Merry Anders<br>**The Night The World Exploded**<br>Kathryn Grant, William Leslie<br>**The Giant Claw**<br>Jeff Morrow, Mara Corday<br>**The Heart Of Show Business**<br>(Ralph Staub)<br>**Fire Down Below**<br>(CS-TC)<br>Rita Hayworth, Robert Mitchum, Jack Lemmon<br>**20 Million Miles To Earth**<br>William Hopper, Joan Taylor<br>**The 27th Day**<br>Gene Barry, Valerie French<br>**Jeanne Eagels**<br>Kim Novak, Jeff Chandler | **This Could Be The Night**<br>(CS)<br>Jean Simmons, Paul Douglas, Joan Blandell<br>**The Little Hut**<br>(C)<br>Ava Gardner, Stewart Granger, David Niven<br>**The Seventh Sin**<br>(CS)<br>Eleanor Parker, Bill Travers, George Sanders<br>**Something Of Value**<br>Rock Hudson, Dana Wynter, Wendy Hiller<br>**Man On Fire**<br>Bing Crosby, Inger Stevens, Mary Fickett<br>**Silk Stockings**<br>(CS-Color)<br>Fred Astaire, Cyd Charisse, Janis Paige | **Gunfight At The O.K. Corral**<br>(VV-TC)<br>Burt Lancaster, Kirk Douglas, Rhonda Fleming<br>**The Lonely Man**<br>(VV)<br>Jack Palance, Anthony Perkins<br>**For Whom The Bell Tolls**<br>(RE)<br>(TC)<br>Gary Cooper, Ingrid Bergman<br>**The Delicate Delinquent**<br>(VV)<br>Jerry Lewis, Darren McGavin<br>**Beau James**<br>(VV-TC)<br>Bob Hope, Vera Miles, Paul Douglas<br>**Loving You**<br>Elvis Presley, Lizabeth Scott, Wendell Corey<br>(VV-TC) | **Value For Money**<br>(TC-VV)<br>John Gregson, Diana Dors<br>**Triple Deception**<br>(TC-VV)<br>Michael Craig<br>**The Third Key**<br>Jack Hawkins | **Duel At Apache Wells**<br>Anna Marie Alberghetti, Ben Cooper, Jim Davis<br>**Affair In Reno**<br>John Lund, Doris Singleton, John Archer<br>**Hell's Crossroads**<br>Stephen MacNally, Peggie Castle, Barton MacLane<br>**Spoilers Of The Forest**<br>(C)<br>Rod Cameron, Vera Ralston<br>**Man In The Road**<br>Derek Farr, Ella Raines<br>(England)<br>**The Weapon**<br>Steve Cochran, Lizabeth Scott, Herbert Marshall<br>**Beginning Of The End**<br>Peter Graves, Peggie Castle<br>**The Unearthly**<br>John Carradine, Allison Hayes | **Island In The Sun**<br>(CS-C)<br>James Mason, Joan Fontaine, Dorothy Dandridge<br>**Lure Of The Swamp**<br>Marshall Thompson, Joan Vohs<br>**God Is My Partner**<br>Walter Brennan, Marion Ross<br>**Bernardine**<br>(CS-C)<br>Pat Boone, Terry Moore, Janet Gaynor<br>**A Hatful Of Rain**<br>(CS)<br>Eva Marie Saint, Don Murray, Lloyd Nolan<br>**The Abductors**<br>Victor McLaglen, Fay Spain<br>**An Affair To Remember**<br>(CS-C)<br>Cary Grant, Deborah Kerr, Richard Denning<br>**Apache Warrior**<br>Keith Larsen, Jim Davis | **Gun Duel In Durango**<br>George Montgomery, Ann Robinson<br>**Saint Joan**<br>Richard Widmark, Jean Seberg<br>**Sweet Smell Of Success**<br>Burt Lancaster, Susan Harrison, Tony Curtis<br>**Trooper Hook**<br>Jael McCrea, Barbara Stanwyck<br>**The Big Caper**<br>Rory Calhoun, Mary Costa<br>**Bayou**<br>Peter Graves, Lita Milan<br>**The Monster That Challenged The World**<br>Tim Holt, Audrey Dalton | **The Kettles On Old MacDonald's Farm**<br>Marjorie Main, Parker Fennelly<br>**The Girl In The Kremlin**<br>Lex Barker, Zsa Zsa Gabor<br>**The Deadly Mantis**<br>Craig Stevens<br>**Man Afraid**<br>(CS)<br>George Nader, Phyllis Thaxter, Tim Hovey<br>**The Young Stranger**<br>James MacArthur, Kim Hunter<br>**Tammy And The Bachelor**<br>(CS-TC)<br>Debbie Reynolds, Leslie Nielsen<br>**Joe Butterfly**<br>(CS-TC)<br>Audie Murphy, George Nader, Burgess Meredith<br>**The Midnight Story**<br>(CS)<br>Tony Curtis, Marisa Pavan, Gilbert Roland | **Deep Adventure**<br>(C)<br>Ross Allen, Dottie Lee Phillips<br>**A Face In The Crowd**<br>Andy Griffith, Patricia Neal<br>**The D.I.**<br>Jack Webb, Don Dubbins, Jackie Loughery<br>**The Prince And The Showgirl**<br>(TC)<br>Marilyn Monroe, Laurence Olivier<br>**X—The Unknown**<br>Dean Jagger<br>**The Curse Of Frankenstein**<br>(C)<br>Peter Cushing, Hazel Court | **Johnny Tremain**<br>(TC)<br>(Disney)<br>Hal Stalmaster, Luana Paten, Jeff York<br>(BuenaVista)<br>**Drag Strip Girl**<br>Steve Terrell, Fay Spain<br>(American Int.)<br>**Rock All Night**<br>Dick Miller and Platters<br>(American Int.)<br>**Bambi**<br>(TC)<br>(Disney)<br>(RE)<br>(Buena Vista) |
| PROMISED FOR EARLY RELEASE | **Daughter Of Dr. Jekyll**<br>John Agar, Gloria Talbott<br>**Dino**<br>Sal Mineo, Susan Kohner, Brian Keith<br>**The Disembodied**<br>Paul Burke, Allison Hayes<br>**Cyclops**<br>James Craig, Gloria Talbott, Lon Chaney, Jr.<br>**Portland Expose**<br>Edward Binns, Virginia Gregg<br>**Death In Small Doses**<br>Peter Graves, Mala Powers<br>**From Hell It Came**<br>Tod Andrews, Tina Carver | **The Young Don't Cry**<br>Sal Mineo, James Whitmore<br>**No Time To Be Young**<br>Robert Vaughn, Dorothy Green<br>**Town On Trial**<br>Jahn Mills, Barbara Bates<br>**Pickup Alley**<br>(CS)<br>Victar Mature, Anita Ekberg | **Tip On A Dead Jockey**<br>(CS)<br>Rabert Taylor, Carathy Malone<br>**Decision Against Time**<br>Jack Hawkins<br>(England)<br>**Gun Glory**<br>(CS-C)<br>Stewart Granger, Rhanda Fleming | **Omar Khayyam**<br>(VV-TC)<br>Cornel Wilde, Debra Paget<br>**Cecil B. DeMille's The Ten Commandments**<br>(VV-TC)<br>(Special Engagements)<br>**Stowaway Girl**<br>Trevor Howard, Elsa Martinelli<br>(England)<br>**Shortcut To Hell**<br>(VV)<br>Robert Ivers, Georgann Johnsan<br>**Mr. Rock And Roll**<br>Alan Freed, Rocky Graziana, Lianel Hampton<br>**The Devil's Hairpin**<br>(VV)<br>Cornel Wilde, Jean Wallace | **The Black Tent**<br>(TC-VV)<br>Anthony Steel<br>**A Town Like Alice**<br>Virginia McKenna<br>**The Gentle Touch**<br>(T)<br>George Baker<br>**As Long As They're Happy**<br>(EC)<br>Jack Buchanan, Diana Dors | **Journey To Freedom**<br>Jacues Scott, Geneviv Aumont<br>**Time Is My Enemy**<br>Dennis Price, Renee Asherson<br>**The Lawless Eighties**<br>Buster Crabbe, Marilyn Saris<br>**Pawnee**<br>(C)<br>G. Montgomery, Lola Albright<br>**Last Stagecoach West**<br>Jim Davis, Mary Castle<br>**Taming Sutton's Gal**<br>John Lupton, Gloria Talbott<br>**Hell Canyon Outlaws**<br>Dale Robertson, Brian Keith, Rosanna Rory<br>**Operation Conspiracy**<br>Philip Friend, Mary Mackenzie | **Will Success Spoil Rock Hunter**<br>(CS-C)<br>Jayne Mansfield, Tony Randall<br>**Seawife**<br>(CS-C)<br>Richard Burton, Joan Collins<br>**Forty Guns**<br>(CS)<br>Barbara Stanwyck, Gene Barry, Barry Sullivan<br>**The Unknown Terror**<br>Paul Richards, Mala Powers<br>**Back From The Dead**<br>Arthur Franz, Peggie Castle, Marsha Hunt<br>**Hell On Devil's Island**<br>Helmut Dantine, Donna Martell | **The Vampire**<br>John Beal, Coleen Gray<br>**The Monte Carlo Story**<br>(TC)<br>Marlene Dietrich, Vittorio De Sica<br>**The Fuzzy Pink Nightgown**<br>Jane Russell, Keenan Wynn<br>**Valerie**<br>Sterling Hayden, Anita Ekberg<br>**Jungle Heat**<br>Lex Barker, Mari Blanchard<br>**My Gun Is Quick**<br>Robert Bray<br>**Lady Of Vengeance**<br>Dennis O'Keefe, Ann Sears | **Interlude**<br>(CS-TC)<br>June Allyson, Rossano Brazzi<br>**Doctor At Large**<br>(VV-C)<br>(English)<br>Dirk Bogarde<br>**Run Of The Arrow**<br>(TC)<br>Rod Steiger, Sarita Montiel<br>**Joe Dakota**<br>(C)<br>Jock Mahoney, Luana Patten<br>**Night Passage**<br>(TC)<br>James Stewart, Audie Murphy, Dianne Foster<br>**The Land Unknown**<br>(CS)<br>Jock Mahoney, Shawn Smith<br>**Jet Pilot**<br>(TC)<br>John Wayne, Janet Leigh | **Bond Of Angels**<br>(C)<br>Clark Gable, Yvonne DeCarlo<br>**Rising Of The Moon**<br>Frank Lawton, Denis O'Dea<br>**The James Dean Story**<br>James Dean<br>**The Pajama Game**<br>(C)<br>Doris Day, Jahn Raitt, Caral Haney | **I Was A Teenage Werewolf**<br>Michael Landon, Yvonne Lime<br>(American-Int.)<br>**Invasion Of The Saucer Men**<br>Steve Terrell, Gloria Castillo<br>(American-Int.) |

**SYMBOLS USED ABOVE:** CS—CinemaScope, C—Color, RE—Reissue, TC—Technicolor, VV—VistaVision—Name of country, other than U.S.A., indicates import.

# AN OPEN LETTER TO MR. EXHIBITOR

## Announcing the N.S.S. Policy for the handling of MGM Trailers!



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August 16, 1957

Dear Mr. Exhibitor:

We are pleased to announce our undertaking distribution of all MGM trailers on September 1, 1957.

We pledge our fulfillment of all MGM trailer contracts on all features in release prior to September 1, 1957 at not one penny of increased cost to you, irrespective of any future increase in film or labor costs.

We pledge our maintaining current MGM trailer prices on all features released after September 1, 1957 indefinitely, subject either to future increase in film or labor costs, or mutually acceptable change in terms.

We pledge our striving to maintain the high quality of service rendered by MGM, in addition to providing you with the advantage of obtaining one more Distributor's trailers from a single source of supply.

Sincerely yours,

Herman Robbins

Chairman of the Board

MOTION PICTURE

# EXHIBITOR

AUGUST 28, 1957 VOLUME 58 NUMBER 18

IN TWO SECTIONS • THIS IS SECTION ONE

## *Laurel Awards . . .*
## *And Distributor Fairness*

Editorial

## Star Tours Launch Jubilee

(page 10)

## Exhibs Invited To Telemovies

(page 14)

PRESENTED IN THIS ISSUE WITH PRIDE, RECEIVED WITH PRIDE • THE NINTH ANNUAL INTERNATIONAL LAUREL AWARDS EDITION

Presenting...

The International

LAUREL AWARDS

1956-57 Season

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

# "RAINTREE COUNTY" PREVIEW HEARD 'ROUND THE WORLD!

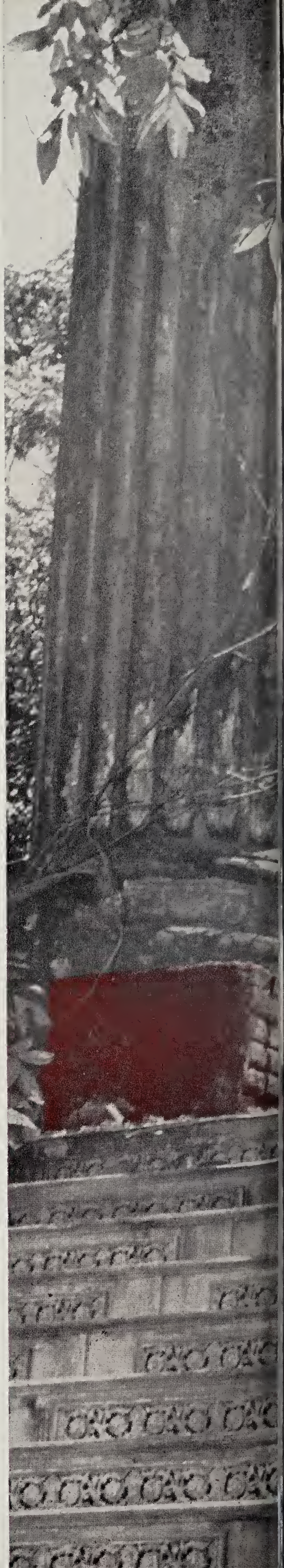
The prize-winning panoramic novel is first to be produced in the fabulous MGM CAMERA 65 process, the New Miracle of the Movies!

MGM CAMERA 65

THE WINDOW OF THE WORLD

At the Warfield Theatre in San Francisco on the night of August 10th a Preview of M-G-M's "RAINTREE COUNTY" made screen history. Much has been printed about this spectacular attraction. At last revealed on the big theatre screen, "RAINTREE COUNTY" produced in the great tradition of Civil War romance now takes its place among the all-time giant entertainments in the annals of our industry.

*



M-G-M Presents In MGM CAMERA 65

MONTGOMERY CLIFT • ELIZABETH TAYLOR • EVA MARIE SAINT

# "RAINTREE COUNTY"

Co-Starring

NIGEL PATRICK • LEE MARVIN

With ROD TAYLOR • AGNES MOOREHEAD • WALTER ABEL • JARMA LEWIS • TOM DRAKE

Screen Play by MILLARD KAUFMAN Associate Producer • Based on the Novel by Ross Lockridge, Jr. • Music by JOHNNY GREEN

Print by TECHNICOLOR® • Directed by EDWARD DMYTRYK • Produced by DAVID LEWIS • A Metro-Goldwyn-Mayer Picture

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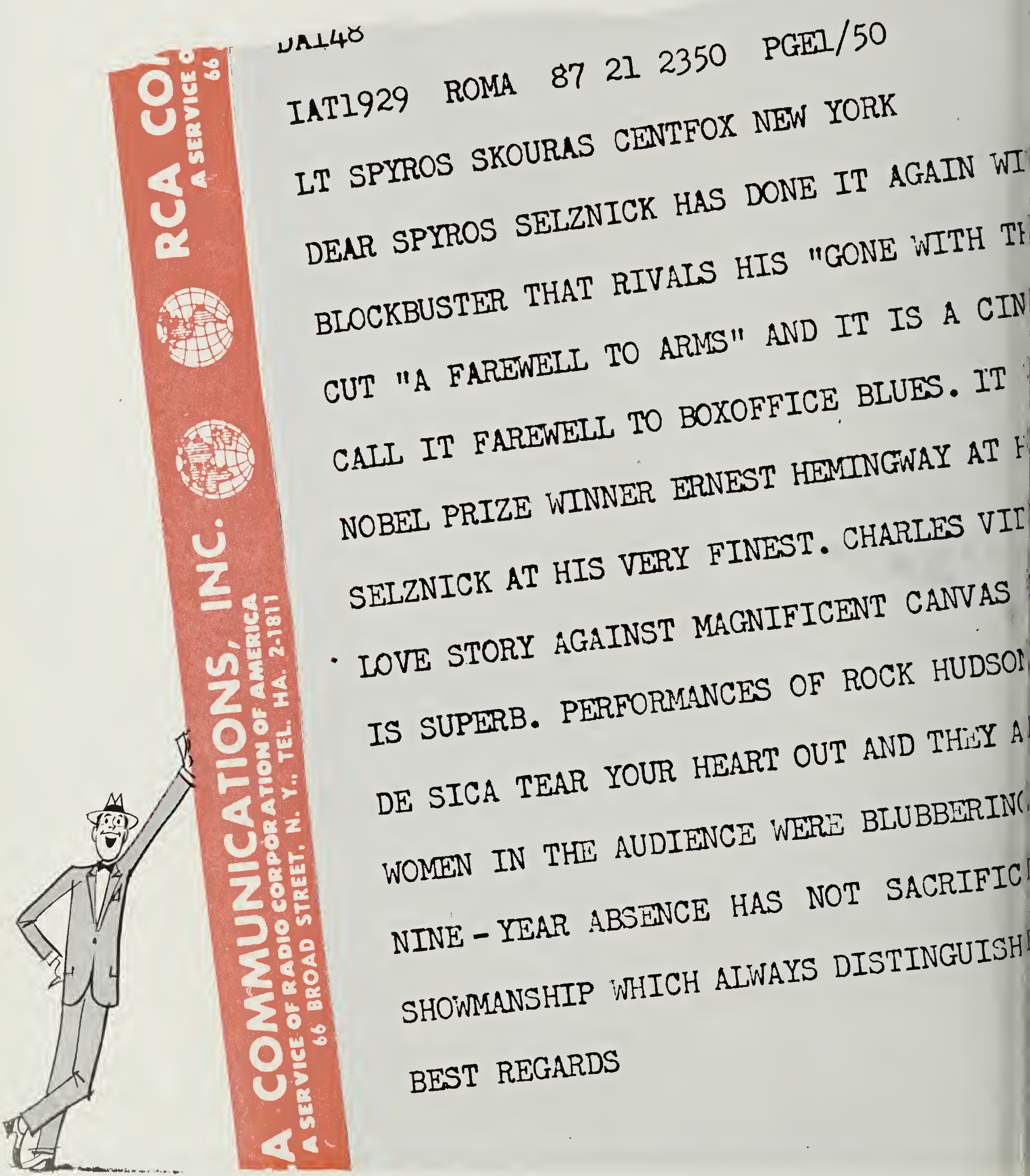

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LT SPYROS SKOURAS CENTFOX NEW YORK

DEAR SPYROS SELZNICK HAS DONE IT AGAIN WI
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CUT "A FAREWELL TO ARMS" AND IT IS A CIN
CALL IT FAREWELL TO BOXOFFICE BLUES. IT
NOBEL PRIZE WINNER ERNEST HEMINGWAY AT H
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IS SUPERB. PERFORMANCES OF ROCK HUDSON
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BEST REGARDS

# NT INDUSTRY NEWS

# THE WIND"!

ANOTHER ACADEMY AWARD
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RODUCTION PROVES THAT SELZNICK'S
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S CONTRIBUTIONS TO WORLD CINEMA.
D SULLIVAN

# MISTER ROCK AND ROLL

# S THE BIGGEST OF 'EM ALL!

**BIGGEST** NAME IN ROCK 'N' ROLL – Alan Freed himself!

**BIGGEST** STORY OF ROCK 'N' ROLL – told by the man who started it all!

**BIGGEST** ROCK 'N' ROLL STARS known across the land!

**BIGGEST** SHOW that ever rocked to music's most sensational beat!

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**ISTER ROCK AND ROLL"** starring **ALAN FREED** • co-starring Rocky Graziano • Teddy Randazzo • Lois O'Brien and Lionel Hampt
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e Moonglows • Shaye Cogan • Produced by Ralph Serpe • Directed by Charles Dubin • Written by James Blumgarten • A Paramount Relea

MOTION PICTURE EXHIBITOR

Member Audit Bureau of Circulations

AUGUST 28, 1957

VOLUME 58 NUMBER 18

## LAUREL AWARDS AND DISTRIBUTOR FAIRNESS

With this issue MOTION PICTURE EXHIBITOR, for the ninth consecutive year, announces the results of its annual poll of international theatre owner opinion as it relates to the most outstanding creative efforts of the men and women of production during the past film season. Each winner will receive a permanent memento of his or her accomplishment in the form of the exhibition industry's "Oscar," which is an International Laurel Award plaque. There is no higher professional honor. Each recipient should be justly proud of this tangible evidence of a job well done.

Theatremen generally will endorse the practical nature of these awards, which reflect both esthetic perfection and the more mundane economic considerations of boxoffice results. While the movie business is a business, both of these considerations are of equal importance.

Also of importance to theatremen, and to a certain extent to producers, are the sales policies and business fairnesses that rule exhibition's business relationships with distributors. A catch-all term for this might be "good will" and, while it is an admitted intangible, there are times when the good will resulting from considerate treatment of its customers has rebounded to the well-being of particular distributors. Such is the story behind the fine showing made by some companies in this current poll of theatreman opinion, relative to the "fairness" of individual distributors.

Down through the years Spyros Skouras, as president of 20th Century-Fox, has made many promises to theatremen, and he has usually delivered. No promise he ever made was more appreciated by his customers than that to increase product flow at the very time when theatremen were despairing about a constantly tightening picture shortage. It is this increased flow, added to the considerate "keep-our-customers-alive" sales policies of Alex Harrison and his sales executives, that reflects itself in the never before equalled dominance that 20th Century-Fox enjoys in this current poll.

Very similar reasons seem to carry Universal-International into the second spot. Their production volume has been great, and was further accelerated by their distribution of the wind-up of the RKO releases. And normally common-sense sales policies have earned what is probably the largest number of accounts in the company's history—and in a shrinking market, too.

MGM, the company that led in this "fairness" poll for seven out of the past nine seasons, has retained third place in spite of its unsettled corporate difficulties. If a proof is needed that good will can rebound on occasion to the seller, it lies here in the company's showing in this poll, and in the tremendous outpouring of theatreman feeling that has been expressed in favor of Joe Vogel and of his current MGM management.

So another film season has become history, and these are "the champs."

Congratulations, and the theatre industry's thanks, to one and all!

Next year, may you add to your "Laurels."

## RANDOM SHOTS

- The recent announcement that BOB WILE has resigned as executive secretary of the Independent Theatre Owners of Ohio (Allied unit) will be viewed with regret by many. The size and strength of this Ohio group stemmed originally from the good work of Pete Wood, and upon the latter's death about six years ago, Wile left his former trade paper connection in New York and has been doing an impressive job ever since. Through his concentrated single effort, much adverse legislation and many bad industry practices have been checked in this very important key state; if unchecked, they would have spread to others.

  It has often been said that: "If each of the 48 states had a Bob Wile, this would be a better business!" His leaving the business is a serious loss!

- When Columbia held their recent "junket" plane trip to Denver, Colo., shipping loads of movie critics and trade paper editors from both coasts for the opening of "3:10 TO YUMA," they naturally scheduled the world premiere for the obvious 3:10 p.m. Whether by accident or design, this timing proved terrific. Thanks to the advance publicity; to the afternoon time availability of average housewives; to the willing cooperation of all city officials, dress shops, department stores, etc.; and to the known presence in town of a group of Hollywood stars, Denver was brimming with people that afternoon. It was not only the biggest crowd on record, but as a result it was one of the most exciting movie premieres ever held. Maybe we should have more premieres in the afternoon? Particularly if the supposition is correct that it is the housewives and female patronage that have been lost to TV.

  Could be!

*Jay Emanuel*

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# Rembusch, Boasberg Differ Sharply On Success Of Pay-Anything Policy

FRANKLIN, IND.—Conflicting reports of the success of the unique "pay-anything" admission policy for "The Ten Commandments" at Syndicate Theatres' Crest, Wabash, Ind., were received last week.

Trueman T. Rembusch, circuit secretary-treasurer, announced that the engagement had been a "tremendous success," and that the picture would be held at least one more week. The second week, Rembusch reported, was running far ahead of the first. Rembusch added that the film may well run for eight weeks in Wabash, a town of 10,600, with a large trading area. The theatre seats about 500. Rembusch also reported that there had been very few "low" admissions paid, and that he felt the policy made for good public relations and was "the best motion picture merchandising method discovered in recent years."

A conflicting point of view came from Paramount's Charles Boasberg, who is handling engagements on "The Ten Commandments." Boasberg stated flatly that the Wabash engagement was "very unsatisfactory" and far below the showing made by comparative towns. In Paramount's opinion, no holdover was warranted and the company, according to Boasberg, would do all in its power to prevent the third week. Boasberg said that it was true that the picture's second week outgrossed the first, but returns were only one-third of what was expected. As far as rentals are concerned, Boasberg estimated that Paramount will probably receive from the Crest about one-third of what it should.

Boasberg also disagreed with a circuit statement that the average attendee at the Crest paid between one and two dollars. He stated that many people paid five, six, and 15 cents, and in one case as low as a penny. According to Boasberg, there were comparatively few admissions of more than one dollar.

# The NEW YORK Scene

## By Mel Konecoff

ABOUT 100 EXHIBITORS from various parts of the country gathered in Asbury Park, N. J., last week where Walter Reade's Paramount is wowing the public with its printed down, 35mm version of "Around The World In 80 Days." The visitors witnessed the presentation of test footage shown by Mike Todd which demonstrated the effectiveness of 35mm, and they came away with the following news:

1. Exhibitors who play the picture in any given location and are fair with Todd become franchise holders in effect, and they will be permitted to replay the film on a return engagement for Holiday periods such as Christmas, Easter, etc., on an exclusive basis and again at advanced admissions, which mean a minimum of a two dollar top.
2. The picture will be sold individually on a city by city basis and not by a circuit deal, with the top number set at 400 theatres nationally. The picture will be sold by UA subject to Todd approval to the best house in each area. This to be determined by engineering surveys to be conducted by the Todd Organization. The determining factors will be the size of the screen, a very large one being preferred, and the angle of projection. With regards to the latter, Todd engineers thought it preferable for the projection booth to be on an even level with the screen instead of high up and with a sharp angle of throw.
3. The exhibitor will have a choice as to whether he would like to play "Around The World In 80 Days" in 35mm or in the 70mm Todd-AO version. With the narrower release, all he needs are anamorphic lenses and facilities to reproduce four-track magnetic sound. Incidentally, the 35mm prints cost Todd $2,500 as compared to $8,000 for each Todd-AO print.
4. Purchasers need not necessarily be UA customers.
5. A Todd engineer reported that the projection would be improved by 50 per cent if the booth were on a level with the screen. This would apply not only to "Around The World In 80 Days," but to any film so projected. Definite improvement was noted by the viewers of the test footage, which was alternated between the regular booth high over the balcony which had a 23 degree angle and a specially constructed booth on the orchestra floor which had an angle of plus one degree. The improvement was especially apparent in the scenes involving scenery and distance and not too much of a difference was noted on closeups.
6. Todd promised that his company in order to inspire public confidence would post an insurance bond guaranteeing that the film would not be seen in a participating town or one nearby at a reduced rate of admission. Said he, "You must be on the up-and-up with your customers."
7. Said Todd, "There is a place for popcorn but not with this picture, which sets it apart as something special."
8. Exhibitors declared they saw no reason for the more expensive Todd-AO installation if the 35mm would be just as attractive to customers. The picture was bright and clear, thanks in part to Excelite lamps and Excelenium rectifiers supplied by National Theatre Supply. There were a few exceptions to this concensus, with some exhibitors opining that the film should be presented only in Todd-AO. Bill Heineman, UA vice-president, stated that it makes no difference to him or to the company which the exhibitor prefers. Prior to Aug. 15, Todd had a contract with Todd-AO, and efforts were made to persuade customers to go for the Todd-AO version. It was estimated that 48 theatres are playing the feature or will be doing so within a few days. Of these, 39 are Todd-AO installations.

The exhibitor session was to last two days, with campaigns and exploitation to be discussed on the second day.

(Continued on page 13)

# BROADWAY GROSSES

(As of this Monday)

NEW YORK — The Paramount, Loew's State, and the Roxy, all with new product, led the Broadway first-run parade over the weekend with most of the other houses hitting below average grosses.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"LOVE IN THE AFTERNOON"** (Allied Artists). Paramount ($47,654)*—The first week was bound to top $55,000.

**"THE SUN ALSO RISES"** (20th-Fox). Roxy ($81,398)—Friday through Sunday was claimed at $69,061, with the opening week sure to exceed $115,000. Usual stage show.

**"SILK STOCKINGS"** (MGM). Radio City Music Hall ($146,192)—Thursday through Sunday reported at $85,000, with the sixth, and last week, sure to reach $140,000. Usual stage show.

**"THE PRIDE AND THE PASSION"** (UA). Capitol ($39,813)—The ninth and last week was expected to garner $25,000.

**"FIRE DOWN BELOW"** (Columbia). Astor ($24,578)—Third and last week heading for $13,000.

**"HATFUL OF RAIN"** (20th-Fox). Victoria $21,930)—Sixth week anticipated at $13,500.

**"MAN ON FIRE"** (MGM). Loew's State ($18,644)—First week sure of $28,000.

**"MAN OF A THOUSAND FACES"** (U-I). Palace—Second week reported at $26,000.

**Figures in parentheses reflect 1956 weekly average as reported in MOTION PICTURE EXHIBITOR.*

## Dividend Payments Rise

WASHINGTON—The Department of Commerce reported last fortnight that motion picture industry dividend payments in July totaled $1,824,000, as compared with $1,703,000 last year.

American Broadcasting-Paramount Theatres paid $1,126,000 against $1,162,000; Chesapeake Industries distributed no dividends this year, as against $121,000 in June, 1956; Columbia Pictures paid out $328,000 this year and $315,000 last year; District Theatres dividends totaled $15,000 in each of the compared months; Republic Pictures reported dividends of $100,000 in each; Universal Pictures paid $25,000 this year and no dividend payments in July, 1956.

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(Yellow Check-Up Section)

# Loew's Battle Crowds Court Calendars

## Dissidents Suffer Setbacks As Tomlinson-Inspired Board Session Is Enjoined; Court Ruling Soon As Possible

NEW YORK—Two legal setbacks were received last week by the Tomlinson faction seeking to oust Joseph R. Vogel as president of Loew's Inc. and get control of the company.

In New York, decision was reserved on a stockholders' motion to intervene in an attempt for a permanent injunction against the "insurgents."

Chancellor Collins J. Seitz in Wilmington, Del., enjoined the Tomlinson group, on motion by Loew's, from sending out any notice of its planned directors meeting or attempting to hold one until Chancery Court there made decision on pending actions instituted by Tomlinson and Loew's.

A decision will be forthcoming at the earliest possible moment, Chancellor Seitz announced at the conclusion of a day-long hearing.

In the action in which Tomlinson is plaintiff, the Chancellor heard argument on cross-motions for summary judgment, one side asking the court to rule that the election of Louis B. Mayer and Samuel Briskin as directors was valid, the other side asking not only that the election of the two as directors, but all other action taken as a so-called rump meeting of the board on July 30 as invalid.

In the action in which Ralph B. Campbell is plaintiff, attorney Louis Nizer said he was not prepared to argue the application which Wilmington attorney Arthur G. Logan sought to present for an injunction against the stockholders meeting called for Sept. 12.

Chancellor Seitz restricted argument to the question of the temporary restraining order which prevents Loew's Inc., Joseph R. Vogel, William A. Parker, George L. Killion and John L. Sullivan from using funds of Loew's for proxy solicitation and from allowing Loew's employees to solicit proxies.

During the hearing, Nizer brought out that Campbell is a business partner of Tomlinson. There were several sharp exchanges between the attorneys during the course of the argument.

At one point Logan described the legal brief filed by his opponents as "a novel" and said, "I can't write novels the way these Hollywood people can."

In New York, Appellate Division Justice Bernard Botein, after hearing argument by Louis Nizer, Loew's special counsel, reportedly instructed the company not to hold the requested Aug. 26 meeting.

Justice Botein closed what he termed the "conference" to the press, but reputable sources advised that Nizer had claimed the Tomlinson group was seeking to violate a temporary injunction issued Aug. 12 by Supreme Court Justice Morris Spector, restraining any interference in the Sept. 12 Vogel meeting. In order to see Botein, Nizer had been granted a temporary recess by Justice Henry Epstein in a Supreme Court hearing on a motion by six other Loew's stockholders to intervene in the injunction action.

Reconvening in the afternoon, Justice Epstein reserved decision on the intervention motion. The six stockholders are William S. Tomlinson, Charlotte M. Tomlinson, James M. Dunwoodie, Campbell MacArthur, John Messler, and A. D. McGregor. They hold a reported 14,600 shares.

They claimed the July 30 "rump" meeting was legal under Loew's by-laws and further that there was inadequate representation on the Jacob Starr-Richard A. Sprayregen motion for injunction against interference in the Sept. 12 meeting. They asked that the plaintiffs serve them with an amended complaint, which they could answer. A Sept. 10 hearing is set in Supreme Court for a permanent injunction.

Nizer conceded to the court that the six had a right to intervene, but asserted that they were putting up a false front and trying every move to frustrate the injunction.

Tomlinson and Louis A. Johnson, both directors, previously asked Irving H. Greenfield, secretary of Loew's, to advise all directors of a special meeting to be held in Wilmington on Aug. 26, reportedly to oust Vogel and other officers, to fill board vacancies, and to re-vote on resolutions passed at the July 30 rump meeting. This move was enjoined.

## Hassle Over Theatre TV May Cancel Robinson Fight

**NEW YORK—Sugar Ray Robinson was reported last week planning N. Y. Supreme Court action against the International Boxing Club on the charge the IBC breached its contract with him in signing a deal with Theatre Network Television for the telecasting to theatres of the middleweight champion's bout with Carmen Basilio at the Yankee Stadium on Sept. 23.**

**It is claimed that Robinson's contract with IBC stipulates there would be no sale of theatre TV rights without written consent of the fighter, who states the deal with TNT was made without his knowledge.**

**Counsel for Robinson warned there would be no fight if the TNT deal stood. Robinson favors a deal with Teleprompter, who he says made a better offer for the theatre television rights.**

## Warners' Execs Meet

NEW YORK—A two-day sales conference of Warners' home office distribution executives and district managers was held at the company's home office last week, with Roy Haines, general sales manager, presiding. Benjamin Kalmenson, executive vice-president, also addressed the meetings, which were highlighted by a discussion of the company's new season's product from now through the end of 1957.

Gil Golden, national advertising manager; Meyer M. Hutner, national publicity manager; and W. W. Brumberg, in charge of field exploitation, discussed the advertising, publicity, and promotion plans for forthcoming pictures.

## Paramount Schedule Upped

NEW YORK—Paramount last fortnight announced that it had stepped up its release schedule whereby 11 features including two reissues, will be made available during the last third of this year.

## New SBA Rulings Aid Exhib Applicants

NEW YORK—Philip F. Harling, chairman, Small Business Administration Committee of the Theatre Owners of America, revealed last week that Wendell B. Barnes, administrator, Small Business Administration, had made some "important rulings which can be of inestimable value to exhibitors who seek Government aid to modernize, repair or equip their four-wall theatres."

Harling asked the following question: "Where a theatre owner presently has a mortgage on his property will this preclude him from obtaining a mortgage loan from the Government when the purpose of the loan is to re-equip, repair and modernize his property? Can any portion of the loan obtained from the Government be used to pay off an existing first mortgage so that the Administration's position will of necessity, be a first lien?"

Barnes made the following reply: "So long as the loan is to be used for the modernization, equipment, repair or operation of a four-wall theatre, the application would be eligible for consideration. The fact that the property is mortgaged would not make the loan ineligible, although it would have a bearing on the credit qualifications of an applicant. For example, the applicant would have to show that he is in a position to repay both the mortgage and the SBA loan, and that SBA would be adequately secured even with the prior existing mortgage. Second, whether any portion of the SBA loan may be used to pay off an existing first mortgage in order that the Administration's position, will, of necessity, be a first lien. If the loan requested is primarily used for one of the above stated eligible purposes, the Administration may, in some cases, permit use of a small portion of the loan to pay an existing lien and thereby improve its collateral position. However, each such loan application will have to be determined on its individual merits."

Harling said that these rulings give indication that the SBA administrator "is extending full cooperation with complete understanding of our problems" and bear evidence that he "is leaning over backwards in his desire to aid in every way possible the exhibitors who may apply to his agency for help."

The TOA executive stated that "when accord is reached by the Joint Committee of the House and Senate so that a new bill may be presented, application will then be made to include drive-ins as well as four-wall theatres under the Small Business Administration."

## 20th-Fox Earnings Rise

NEW YORK—Twentieth Century-Fox last week reported consolidated earnings of $4,069,865 for the 26 weeks ended June 29, 1957. This amounted to $1.54 per share on the 2,644,486 shares of common stock outstanding, as compared with earnings for the comparable period of 1956 of $2,156,670 or 82 cents per share on the same number of shares.

The earnings for the second quarter amounted to $1,898,185, equal to 72 cents per share, compared with $1,695,931 for the second quarter of 1956, equal to 65 cents per share.

# Opening Gun Of Jubilee Celebration To Be Industry Personality Tour

NEW YORK—To give the new winter movie season a spectacular opening and as a part of a long-range public relations campaign, the motion picture industry announced last week plans for the celebration of Hollywood's Golden Jubilee, beginning Oct. 15. The entire industry will unite in the colorful promotion plans.

The opening gun will be fired in Hollywood to focus nation-wide attention on the important movies scheduled for fall and winter release. The first event will take the form of a Hollywood jubilee tour of screen personalities. Airliners will whisk some 15 to 20 personalities on a tour of a score or more cities, with the Los Angeles Chamber of Commerce sponsoring the take-off. In the plane load will be popular stars as well as the new faces which Hollywood is launching on careers, plus directors, producers, make-up experts, and other movie personnel who are seldom seen by movie fans.

The Jubilee marks the 50th anniversary of the first motion picture ever filmed in Hollywood. In 1907 Colonel William Selig, a pioneer producer in Chicago, sent a crew of actors and cameramen into the "wilds" of California to seek outdoor locations for an epic called "The Count Of Monte Cristo." They picked a spot called Hollywood. And for the first time movie cameras clicked in the location that since then has become the glamour center of the world.

Eric Johnston, president, Motion Picture Association of America, said the Hollywood visits to movie goers is a part of a continuing long-range campaign. The financing is to be contributed by production-distribution and exhibition branches of the film business, all working in cooperation with the Council of Motion Picture Organizations.

In addition to the going away celebration in Hollywood as the stars take off for the tour, there will be a week's celebration in New York City, plus festivities in many of the cities to be visited. The itinerary is to be announced soon.

Simultaneously with the Jubilee launching, a multi-million dollar advertising and promotion campaign will be inaugurated. Many in the movie industry are convinced that the motion picture theatre is already in a resurgence and that the American public is ready once more to fit the movie theatre into its life just as there was a great movie-going revival after the novelty of radio had worn off.

### Jubilee N. Y. Committee Chaired By Patterson

Eric Johnston announced that Richard C. Patterson, Jr., has agreed to serve as honorary chairman of the committee for the Golden Jubilee New York celebration.

Patterson, currently commissioner, Department of Commerce and Public Events; chairman, United Nations Committee and the Consular Corps for the City of New York, has had a distinguished career in public service.

### List Earnings Rise

NEW YORK—During the first six months ended June 30, the consolidated earnings of List Industries Corporation and subsidiaries were $915,650 (including gain of $411,868 on disposal of properties) amounting to 21 cents per share. Earnings during the first six months of 1956 were 10 cents per share.

**Robert C. Rothafel, managing director, Roxy, New York, at right, accepts a scroll citing his outstanding service to the Central City, Colo., Opera Association, from Dr. Roger Dexter Fee, Music Department head, University of Denver, as Wanda Foster, mascot of the All American Chorus group of the Association, looks on.**

## "Ancient History" Dim In Goldwyn Trust Suit

SAN FRANCISCO—As the trial of Samuel Goldwyn against National Theatres, Fox West Coast and others resumed last fortnight, following an illness of Judge Edward P. Murphy, Elmer C. Rhoden, head, National Theatres, was on the stand as a witness.

Council for Goldwyn endeavored to show by questioning him that it was the general policy of the Fox interests to exclude competition even in rural areas. Rhoden seemed troubled with a "faulty memory" with the court bluntly telling him, "Your testimony does not impress me, Mr. Rhoden."

Some other pithy comment made by the judge during the course of the trial's action was the opinion that "some day anti-trust cases may be streamlined with less ancient history in the taking of testimony"; and, "It is remarkable that any one could remember anything after all these years. I've been trying to get this case to trial for seven years."

### Hyman Heads Associated

NEW YORK—The election of Eliot Hyman as president of Associated Artists Productions Corporation, succeeding Louis Chesler, who continues as chairman of the board, was announced last week.

As of June 30, the company's six-month net earnings were reported at $1,237,623, or 76 cents a share on 1,637,236 shares outstanding. Gross revenues were $26,660,000, of which $25,840,000 represented contracts with television stations for the lease of films. The company was organized in its present form June, 1956. It distributes films used primarily on television.

Since acquiring the Warner Brothers library last year, and the Popeye cartoons from Paramount, AA has entered into sales contracts totaling $26,750,000, Hyman said.

### TOA Names PR Director

NEW YORK—Ernest G. Stellings, president, Theatre Owners of America, last fortnight announced the appointment of Jack M. Barrington as director of public relations.

He will assist in the implementation of the industry's business-building program.

## Warners Sets Move Into New Quarters

NEW YORK—After nearly 30 years in a 10-story building of its own at 321 W. 44 Street, Warner Brothers Pictures, Inc., is preparing to move its head office into approximately 100,000 square feet of space in the new 38-story air-conditioned building being constructed by Tishman Realty and Construction Company, Inc., at 666 Fifth Avenue.

It was in 1928 that Warners moved into its present home. Now the corporation will undergo a combined expansion and streamlining by bringing all its eastern administrative and executive offices under the single Fifth Avenue roof. The company will occupy the entire seventh floor and a major portion of the sixth floor in the new Tishman building.

A highlight of the new offices will be a two-story "prevue" theatre, built under the supervision of Frank E. Cahill, Jr., coordinator of the film company's technical activities. Adjoining the theatre, which will occupy approximately 40,000 cubic feet, will be a reception room equipped with complete dining facilities for exhibitors, press, and other business guests of the company.

The theatre is constructed along the lines of any motion picture theatre but within the requirements of the building code for office buildings. Among its innovations is the use of two projection booths, one on the sixth floor level for 16-mm films and the other on the upper level for 35-mm films. The theatre also will introduce a new design in reclining theatre chairs specially manufactured by the Heywood-Wakefield furniture company.

Among the over-all features of the Warner Bros. offices are air-conditioning, acoustically-treated ceilings, eye-easing lighting systems, no exposed wiring, built-in television and hi-fi sets in many offices, and the use of thin, sound-proof metal partitions for office walls, making it possible to change the shape of rooms, when necessary, without having to break through permanent walls. There is no dominant color scheme, thereby avoiding the monotony of earlier style offices.

### Warners' Overseas Shifts

NEW YORK—Warners has increased its top management personnel in Japan as a result of the expansion of the company's business in that country, it was announced by Wolfe Cohen, president, Warners International.

Cohen announced that William Schwartz has been appointed manager in Japan under the supervision of Jack Dagal. In the Latin American area, Jorge Sanchez, formerly associated with Westrex, has joined Warners as assistant manager in Mexico, under the supervision of Armando Trucios. Wahab Sutan Suleiman has been named manager for Indonesia, succeeding E. V. D'Souza, who has returned to India on sick leave. Artur Behr, formerly assistant general manager in Colombia, has been promoted to general manager, succeeding Ira Beck, resigned.

### Film On Soviet To U-I

NEW YORK—Alfred E. Daff, U-I executive vice-president, announced last fortnight that the company has acquired for release later this fall, a feature length 90 minute color documentary on life in the U.S.S.R.

The film, "This Is Russia," was produced by Sid Feder and Carey Wilson, during a a recent seven-month, 20,000 mile tour of the Soviet.

# Columbia's
# FABULOUS
# FIVE

Never in the history of our industry has one company delivered five motion pictures of such magnitude within so short a span of time!

# Columbia's FABULOUS FIVE

**KIM NOVAK**
**JEFF CHANDLER**
in GEORGE SIDNEY'S

## Jeanne Eagels

co-starring AGNES MOOREHEAD
with CHARLES DRAKE • LARRY GATES • VIRGINIA GREY • GENE LOCKHART • Screen Play by DANIEL FUCHS, SONYA LEVIEN and JOHN FANTE • Story by DANIEL FUCHS • Produced and Directed by GEORGE SIDNEY

**GLENN FORD**
**VAN HEFLIN**
**FELICIA FARR**

## 3:10 to YUMA

Screen Play by HALSTED WELLES • Based on a story by ELMORE LEONARD
Directed by DELMER DAVES • Produced by DAVID HEILWEIL

**JACK LEMMON**
**ERNIE KOVACS**
**KATHRYN GRANT**
**RTHUR O'CONNELL**
and **MICKEY ROONEY**

## OPERATION MAD BALL

with DICK YORK • JAMES DARREN • ROGER SMITH • WILLIAM LESLIE
Screen Play by ARTHUR CARTER, JED HARRIS and BLAKE EDWARDS
From a play by ARTHUR CARTER • Directed by RICHARD QUINE
Produced BY JED HARRIS • A JED HARRIS PRODUCTION

SAM SPIEGEL PRODUCTIONS presents

**WILLIAM HOLDEN**
**ALEC GUINNESS • JACK HAWKINS**

## "THE BRIDGE ON THE RIVER KWAI"

with SESSUE HAYAKAWA • GEOFFREY HORNE • JAMES DONALD • ANN SEARS
Based on the novel by PIERRE BOULLE
Directed by DAVID LEAN • Produced by SAM SPIEGEL
CINEMASCOPE TECHNICOLOR®

**RITA HAYWORTH**
**FRANK SINATRA**
**KIM NOVAK**

## Pal Joey

Screen Play by DOROTHY KINGSLEY • Based on the play "PAL JOEY" • Book by JOHN O'HARA
Music by RICHARD RODGERS • Lyrics by LORENZ HART • Produced on the stage by GEORGE ABBOTT
AN ESSEX-GEORGE SIDNEY PRODUCTION • Produced by FRED KOHLMAR • Directed by GEORGE SIDNEY

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## Industry Lines Up To Support Vogel

HOLLYWOOD—Harry C. Arthur, Jr., chairman, Southern California Theatre Owners Association, urged in a letter to members active support of Joseph Vogel, head, Loew's, Inc., by buying stock and voting it at the Sept. 12 meeting.

He revealed that he had purchased 1500 shares and, also, that William R. Forman, president, Pacific Drive-In, has purchased 3500. If enough stock is purchased, Arthur said, Loew's could be, in a sense, exhibitor-owned.

Other prominent industryites joining the Loew's Stockholder Protective Committee, which was organized to enlist support for president Vogel, were Charles Schlaifer, advertising executive; Bernard Kranze, Cinerama executive; Sol Strausberg, Interboro Theatres, who is head of Metropolitan Motion Picture Theatres Association; Percival Furber, Trans-Lux; Herman Becker, New York executive; Leon Gruenberg, theatrical producer; and Jacob Starr, Aircraft-Strauss.

A score of other well known industry names was previously announced by Harry Brandt, Brandt Theatres and president, Independent Theatre Owners Association of New York, who is chairman of the committee.

In response to the activities designed to back Vogel, Loew's stock is said to have been among the most active on the New York Stock Exchange in recent weeks as hundreds of industry members have bought shares, some for the first time, in order to become stockholders of record and qualify to send in proxies in management's favor.

As fast as volunteers send in their offers to join the movement applications are being made to the Securities and Exchange Commission for authorization for them to act as proxy solicitors. The leaders in the movement hope to have a million or more proxies by Sept. 12, the date of the special stockholders' meeting to be held in New York. Brandt, who had so far borne the expenses of conducting this campaign locally himself, launched a drive for funds.

## Small Towns Like Film News

NEW YORK—COMPO's 80th Editor and Publisher ad which appeared last week pointed out that newspaper readers in small towns are interested in news about movies. Proof was offered in the experience of Eddie Barker, editor and publisher, Clayton, Ga., Tribune, who assigned his wife to do a movie column, which was front-page spotted for several weeks, then moved inside. Many readers requested it be moved out front again, which was done.

# Marcus To Represent Allied Unit On COMPO Governing Committee

PITTSBURGH—The National Allied board announced last fortnight at its summer session held at the Penn Sheraton Hotel that arrangements had been made with the Theatre Equipment and Supply Manufacturers Association for a joint trade show to be held in conjunction with the two organizations in Chicago in 1958.

At the same time it was revealed that the National Association of Concessionaires will not participate with Allied and TESMA in the 1958 trade show, but will join instead theatre Owners of America for the third consecutive year in a trade show to be held in Chicago one week after the Allied convention.

The board named a committee comprising Sidney Stern, president, Allied Theatre Owners of New Jersey, chairman; Irving Dollinger, New York; Marshall Fine, Cleveland, and Wilbur Snaper, New York, to study the question of a public relations program for National Allied and report at the convention at the Concord, Kiamesha Lake, N. Y., in October.

The board voted to accept COMPO's invitation to return to the council's fold providing certain conditions were met, and will be represented on the governing committee of the council by Ben Marcus, former president of the exhibitor organization who heads Allied Independent Theatre Owners of Wisconsin. His alternate will be Dollinger, who is chairman of National Allied's Emergency Defense Committee.

Named as National Allied's representatives on COMPO's executive committee were Edward W. Lider, secretary, National Allied, and president of the Nathan Yamins Theatrical Enterprises, Boston; Jack Whittle, Baltimore circuit operator; Milton London, Detroit theatre owner; Marshall Fine, Cleveland exhibitor; Harry B. Hendel, Pittsburgh, president, Allied Motion Picture Theatre Owners of Western Pennsylvania; Roy Kalver, president, Allied of Indiana.

Marcus and Dollinger will automatically serve on the executive committee.

A resolution was passed in which it was recognized that the present condition of the business may call for the adoption of new distribution and exhibition methods. The directors thus placing Allied on record as willing to confer with any company at any time in the hope of bringing about reforms which would not involve the destruction of the orderly release of pictures such as they said is now being experienced.

The board commended and complimented Allied of Wisconsin for its "spirited opposition" to the companies' alleged efforts to destroy availabilities in Milwaukee.

**Arthur Mayer and Burt Balaban inspect the script of "High Hell," their first feature as a new production team, to be released by Paramount. Mayer, an industry veteran, is former COMPO executive vice-president, while Balaban is a producer-director of theatrical and television features.**

## "Sun" Campaign Set

NEW YORK—A comprehensive, multi-level pre-selling campaign covering all phases of national magazine, newspaper, radio, television, record, and fashion promotion is being coordinated with the September release of Darryl F. Zanuck's "The Sun Also Rises."

The extensive merchandising program was detailed last week by 20th-Fox vice-president Charles Einfeld, who emphasized that the entire campaign is designed to simultaneously pre-sell the CinemaScope-DeLuxe color attraction to the U.S. and Canada.

The film company executive reported that his entire home office and field exploitation staff have mobilized their efforts to give the Zanuck presentation an advance buildup.

## Feldman's Mother Dies

OMAHA—Funeral services were held here last week for Mrs. John Feldman, mother of Charles J. Feldman, Universal vice-president and general sales manager.

## Warners' Abner Resigns

NEW YORK—Ben Abner, Warners' Metropolitan district manager, resigned last week. He said he would reveal new plans soon.

## The New York Scene *(Continued from page 8)*

**WELCOME NEWS: We got some news the other day that gave us much pleasure. Sam Rosen, executive vice-president of Stanley Warner, will be honored at a special night to be held by New York's Cinema Lodge on Oct. 2. Leaders from every branch of the entertainment industry and civic officials are expected to attend. Sam has been a leader in almost every phase of philanthropy, human endeavor, and industry causes during his 30 years in the industry.**

**Our best to Sam for another 30 years. He's a real nice guy in our book.**

THE METROPOLITAN SCENE: 20th Century-Fox has found that the New York area is devoid of professional bullfighters as a result of an intensive search to find same in connection with the opening last week of "The Sun Also Rises." Only one response was garnered, and he was a phoney. They would have had more success had they tried for bull-throwers, either professional or non-professional. . . . The Paul Baises had a baby boy last week. Dad is assistant advertising and publicity director for Walter Reade Theatres, and their announcement is real cute with an industry motif. . . . Harold Rand, metropolitan newspaper contact for 20th-Fox, left for a three week European trip via the Flying Tiger Airline. We always thought this was a picture with John Wayne. . . . Gimbels liked "Love in the Afternoon" so much that they ran full-page tie-in ads in the papers plugging the film which was to open at the Paramount and Plaza.

## Laurel Features Nominated

NEW YORK—Six motion pictures from five nations were awarded Golden Laurel Medals and nominated for the eighth annual David O. Selznick Golden Laurel Award, it was announced last week by Richard Griffith, curator, Museum of Modern Art Film Library, and chairman of the Award nominating committee.

The features are "The Gold Of Naples," Italy; "La Strada," Italy; "Harp Of Burma," Japan; "If All The Guys In The World," France; "Pather Panchali," India; and "The Devil's General," Germany.

# Jerrold Invites Exhibitors To See Bartlesville, Okla., Telemovie Bow

PHILADELPHIA—Milton J. Shapp, president, Jerrold Electronics Corporation, last week extended an invitation to motion picture exhibitors to observe the operation of the Telemovie System in Bartlesville, Oklahoma.

Telemovie, owned and operated by Video Independent Theatres, Inc., is the first installation of the Jerrold Cable Theatre, a coaxial cable television system for "projecting" first-run motion pictures onto the TV screen of subscribers. The system goes into operation on Sept. 3.

In a personal invitation being mailed to motion-picture exhibitors, Shapp announced that his company will arrange for special tours, demonstrations, and discussions for visiting exhibitors during the weeks of Sept. 9 and Sept. 30.

Jerrold has established a Telemovie Hospitality Center in Bartlesville at the Lyric Theatre, the building which also houses the Telemovie studio. A special Cable Theatre exhibit, which explains Cable Theatre operation, is being constructed by Jerrold on the Lyric stage.

Video has completed a permanent installation which will cover the entire community. There are about 8,000 TV homes in Bartlesville. The 38 miles of coaxial cable and the highly specialized electronic amplification equipment have been installed on local telephone poles.

Subscribers will pay a flat monthly fee of $9.50 for a package of 13 first-run motion pictures. In addition, a second Telemovie channel will deliver about the same number of "Best in Reruns." Changes will be staggered, so that a subscriber who watches all movies on the system can see a different program every night. Programs will start at noon and continue until about midnight.

The first month of Telemovie showings will be free, with the first bill of the regular monthly fee of $9.50 to be sent on Oct. 1. Payment for service will be in advance.

Bartlesville was chosen because Video Independent owns all four theatres in the town—two conventional and two drive-in.

## Rank Will Not Provide Films For Telemovies

NEW YORK—Rank Film Distributors of America, Inc., will not give any of its films to be used in the forthcoming cable theatre subscription television "test" in Bartlesville, Okla., Irving Sochin, general sales manager for RFDA declared.

Published reports that such RFDA product as "Reach For The Sky," "Checkpoint," and "The Black Tent" have been sought for the test are not true, Sochin stated, adding that the proponents of the cable theatre subscription television venture have not approached the company at all.

"Rank Film Distributors of America, Inc., is in business to do business with theatres, and with theatres only. We are here to serve exhibitors with commercial motion picture product," Sochin emphasized.

"However, if in the future, it is the normal distribution practice by the film companies to sell their product to television instead of to theatres," he said, "Rank Film Distributors of America would consider at that time industry distribution and exhibition patterns, and comply with the trend."

## "Heart of Show Business" Ready In Short Version

**NEW YORK—Variety Clubs International and Columbia Pictures jointly announced last fortnight that a 20-minute "short" version of Ralph Staub's "The Heart Of Show Business," depicting the many charitable efforts of Variety Club Tents will be available within a week.**

**The subject was heretofore available in 50-minute feature length. Variety benefits from proceeds of the production.**

## Telemovies Logical Trend, Exhibs Told

EDGEWATER PARK, MISS.—Cable theatre telemovies is a logical extension of today's trend in the presentation of movie entertainment, H. M. Diambra, president, Entron Incorporated, Bladensburg, Md., told members of the Mississippi Theatre Owners Association during the MTOA convention at the Edgewater Gulf Hotel.

Diambra pointed out that drive-ins brought movie screens out of the business district, closer to the customer, and that cable theatres can add still further to the viewers' comfort and convenience by bringing the best of current movie fare directly into their homes. The Entron executive explained that many cities, to improve their television reception, already have community-wide cable distribution systems which can be used to carry the signal for home telemovies.

Connecting to such a system, Diambra said, does not require modification of the viewer's television set and will permit him to see regular (free) tv shows at any time. He also spoke to the theatre owners on what a television system is, what it costs to install.

## U-I Likes Radio For Film Promotion

NEW YORK—Despite the growth of television, radio still is one of the best media for the promotion of motion pictures, according to David A. Lipton, Universal-International vice-president.

In fact, radio today offers a far greater outlet for motion picutre promotion than it did 10 years ago when TV was in its infancy, Lipton points out. This is due to the tremendous increase in the number of independent radio stations throughout the country—more than twice as many as there were a decade ago.

Illustrating the wide open market radio offers for movie material, Lipton cites the growth of two radio services being utilized by U-I. One of these, titled "Behind the Hollywood Headlines," is a five-minute script written so that it can be used by a local commentator in any city. Started six months ago as a weekly service to 300 radio stations, it is now being sent by request to 1,000 stations.

In addition, U-I has an ever-expanding market for its five-minute open end transcribed star interviews which are timed for use just ahead of the release of the star's picture.

By offering interviews with top stars, U-I has materially increased its list of stations using these transcriptions from a mere handful, when the service was inaugurated 10 years ago under the supervision of Bob Rains, U-I's radio-TV promotion manager, to more than 700 today.

## Drive Winners Named

NEW YORK—Three United Artists salesmen, Maurice Artigues of New Orleans, Frank Harr of San Francisco, and Irving Siegel of Toronto, have won top cash prizes in the fifth lap of UA's "Prize Twelve" Playdate Contest, it was announced by James R. Velde, general sales manager.

First-place prizes for bookers go to Albert Hughes of Dallas, John McLucas of San Francisco, and Bertram Cooper of Calgary.

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...Mark Barron—Associated Press

# ...and the whole world loves it!

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**"★★★★! A SMASH HIT. The most star-studded film of all time!"** Cameron—NEW YORK DAILY NEWS

"Will be playing there the rest of our lives...don't miss it!" Kupferberg—N. Y. HERALD-TRIBUNE

**"Absolutely tops...earth-shaking beauty. Niven is simply perfect."** Pelswick—N. Y. JOURNAL-AMERICAN

**"TITANIC, TITILLATING, and THRILLING...IT'S A PIP!"** Gilbert—N. Y. MIRROR

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"The whole world must see 'Around the World in 80 Days'." LOUELLA PARSONS

"The best I ever viewed. This is a classic of classics. Furthermore, it's the best show on Broadway, stage or screen." E. V. DURLING

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"Loved it! Go, take the kids, the maiden aunt, and your raffish old Uncle Jake!" BOB CONSIDINE

**The Magazines say...**

**"A REMARKABLE FEAT OF MOVIE-MAKING!"** LIFE

*"The world's liveliest showman has made Hollywood's liveliest movie. There is only one Todd."* THIS WEEK

**EXTRAVAGANT!... "Funny! Spectacular!"** TIME

"Entertainment at its best!" REDBOOK

"Big, splashy. The actors are all fine, and the scenic effects are tremendous!" THE NEW YORKER

"Recommended to lovers of anything because it has just about everything." HOLIDAY

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**"The human race has never before seen entertainment such as this. Greatest show now on earth!"** NATIONAL BOARD OF REVIEW

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*"I'm overwhelmed!"* JOHN RINGLING NORTH

**"I stamped, clapped and raised hurrahs."** ROBERT MOSES

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*The Big Show*

# Around the World in 80 days

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"A good show...replete with comedy, circus attractions, spectacles...Go see it!" SATURDAY REVIEW OF LITERATURE

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**"A fantastic movie. Good Housekeeping gives it not 4 but 40 stars."** GOOD HOUSEKEEPING

*"I predict that we will take our grandchildren to see it 20 or even more years hence."* EVERY WOMAN'S MAGAZINE

"A delightful fantasy...merry and magnificently scenic." WOMAN'S HOME COMPANION

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THRU UA

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# Jerrold Invites Exhibitors To See Bartlesville, Okla., Telemovie Bow

PHILADELPHIA—Milton J. Shapp, president, Jerrold Electronics Corporation, last week extended an invitation to motion picture exhibitors to observe the operation of the Telemovie System in Bartlesville, Oklahoma.

Telemovie, owned and operated by Video Independent Theatres, Inc., is the first installation of the Jerrold Cable Theatre, a coaxial cable television system for "projecting" first-run motion pictures onto the TV screen of subscribers. The system goes into operation on Sept. 3.

In a personal invitation being mailed to motion-picture exhibitors, Shapp announced that his company will arrange for special tours, demonstrations, and discussions for visiting exhibitors during the weeks of Sept. 9 and Sept. 30.

Jerrold has established a Telemovie Hospitality Center in Bartlesville at the Lyric Theatre, the building which also houses the Telemovie studio. A special Cable Theatre exhibit, which explains Cable Theatre operation, is being constructed by Jerrold on the Lyric stage.

Video has completed a permanent installation which will cover the entire community. There are about 8,000 TV homes in Bartlesville. The 38 miles of coaxial cable and the highly specialized electronic amplification equipment have been installed on local telephone poles.

Subscribers will pay a flat monthly fee of $9.50 for a package of 13 first-run motion pictures. In addition, a second Telemovie channel will deliver about the same number of "Best in Reruns." Changes will be staggered, so that a subscriber who watches all movies on the system can see a different program every night. Programs will start at noon and continue until about midnight.

The first month of Telemovie showings will be free, with the first bill of the regular monthly fee of $9.50 to be sent on Oct. 1. Payment for service will be in advance.

Bartlesville was chosen because Video Independent owns all four theatres in the town—two conventional and two drive-in.

### Rank Will Not Provide Films For Telemovies

NEW YORK—Rank Film Distributors of America, Inc., will not give any of its films to be used in the forthcoming cable theatre subscription television "test" in Bartlesville, Okla., Irving Sochin, general sales manager for RFDA declared.

Published reports that such RFDA product as "Reach For The Sky," "Checkpoint," and "The Black Tent" have been sought for the test are not true, Sochin stated, adding that the proponents of the cable theatre subscription television venture have not approached the company at all.

"Rank Film Distributors of America, Inc., is in business to do business with theatres, and with theatres only. We are here to serve exhibitors with commercial motion picture product," Sochin emphasized.

"However, if in the future, it is the normal distribution practice by the film companies to sell their product to television instead of to theatres," he said, "Rank Film Distributors of America would consider at that time industry distribution and exhibition patterns, and comply with the trend."

### "Heart of Show Business" Ready In Short Version

**NEW YORK—Variety Clubs International and Columbia Pictures jointly announced last fortnight that a 20-minute "short" version of Ralph Staub's "The Heart Of Show Business," depicting the many charitable efforts of Variety Club Tents will be available within a week.**

**The subject was heretofore available in 50-minute feature length. Variety benefits from proceeds of the production.**

## Telemovies Logical Trend, Exhibs Told

EDGEWATER PARK, MISS.—Cable theatre telemovies is a logical extension of today's trend in the presentation of movie entertainment, H. M. Diambra, president, Entron Incorporated, Bladensburg, Md., told members of the Mississippi Theatre Owners Association during the MTOA convention at the Edgewater Gulf Hotel.

Diambra pointed out that drive-ins brought movie screens out of the business district, closer to the customer, and that cable theatres can add still further to the viewers' comfort and convenience by bringing the best of current movie fare directly into their homes. The Entron executive explained that many cities, to improve their television reception, already have community-wide cable distribution systems which can be used to carry the signal for home telemovies.

Connecting to such a system, Diambra said, does not require modification of the viewer's television set and will permit him to see regular (free) tv shows at any time. He also spoke to the theatre owners on what a television system is, what it costs to install.

## U-I Likes Radio For Film Promotion

NEW YORK—Despite the growth of television, radio still is one of the best media for the promotion of motion pictures, according to David A. Lipton, Universal-International vice-president.

In fact, radio today offers a far greater outlet for motion picutre promotion than it did 10 years ago when TV was in its infancy, Lipton points out. This is due to the tremendous increase in the number of independent radio stations throughout the country—more than twice as many as there were a decade ago.

Illustrating the wide open market radio offers for movie material, Lipton cites the growth of two radio services being utilized by U-I. One of these, titled "Behind the Hollywood Headlines," is a five-minute script written so that it can be used by a local commentator in any city. Started six months ago as a weekly service to 300 radio stations, it is now being sent by request to 1,000 stations.

In addition, U-I has an ever-expanding market for its five-minute open end transcribed star interviews which are timed for use just ahead of the release of the star's picture.

By offering interviews with top stars, U-I has materially increased its list of stations using these transcriptions from a mere handful, when the service was inaugurated 10 years ago under the supervision of Bob Rains, U-I's radio-TV promotion manager, to more than 700 today.

### Drive Winners Named

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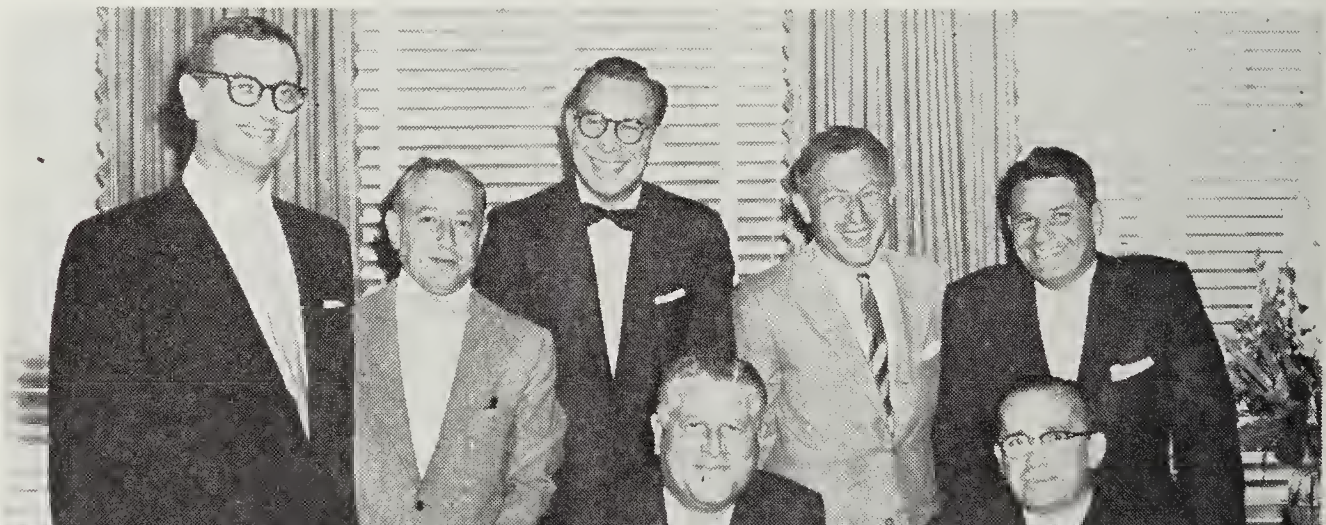

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TECHNICOLOR® • From the Classic by JULES VERNE • Screenplay by JAMES POE, JOHN FARROW and S. J. PERELMAN • Directed by MICHAEL ANDERSON • Produced by MICHAEL TODD

# The International Scene.....

## Canada

### Canadian Festivals On Non-Commercial Level

TORONTO—Of all the film festivals in Canada, and there were over 70 in 1956, only three are for 35 mm. and none are operated by motion picture exhibitors. In other words, they are non-commercial operated simply for artistic reasons.

The 35mm. festivals offered in 1957 are the Stratford, top film festival in Canada, begun last year; the segment of the 1957 schedule of the Montreal Festivals Society, which sponsors the Montreal festivals of art, music, and drama from July 22 to Aug 31; and the Vancouver Film Festival.

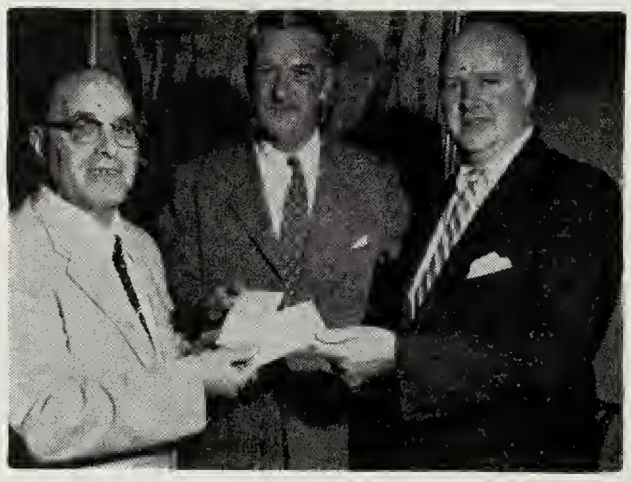
In each of these festivals, the reliance is on films from Europe, while the National Film Board films are the mainstay of the 16mm. festivals. None of the festivals is on a competitive basis.

A report from the National Film Board indicates some of the festivals are local in scope, though almost every major Canadian city has its own film festival. The first documentary festivals were held in Canada in 1950 under the sponsorship of community film councils in various provinces.

The report states: "Some of the festivals hold to a theme such as the British Commonwealth, music travel, or agricultural films from all over the world, as at the University of Saskatchewan. Other festivals feature films from all over the world in their various categories, i.e., science, human relations, creative arts, and natural history."

None of the festivals in the country have as yet reached the proportions of those of Cannes, Edinburgh, Berlin, and other places, but there is a suggestion, especially from Hye Bossin, student and unofficial archivist of the industry in Canada, that Canada might well have an international festival "because of traditional position between the U.S. and Britain."

Seen, left to right, are Richard Zanuck, Robert L. Jacks, Darryl F. Zanuck, and Paul Mantz, aerial photography specialist, ready for a recent takeoff from Paris' Orly Airport aboard a converted B-25 bomber to begin location filming of "DeLuxe Tour," first film to be photographed in Dimensional CinemaScope 55 for 20th-Fox.



Samuel Cohen, center, United Artists foreign publicity manager, is congratulated on 25 years of service to the company by Arnold M. Picker, left, vice-president in charge of foreign distribution, and Louis Lober, foreign department general manger.

**CINE CHATTER:** George C. Nowland will be reporting to Parliament for the Canadian Broadcasting Corporation. This is his function as Minister of National Revenue. He succeeds James McCann. . . .The Capital, London, Ont., held an advance screening for 300 representatives from civic clubs, religious groups, school organizations, press, radio, and TV. The regular nightly showing was cancelled to make way for the showing . . . .George Cuthbert, formerly general manager of General Theatre Supply Company, has opened Audio-Vision and Communications Company, Toronto. He's at 21 Pheasant Lane, Toronto. . . .In advanced stages of construction is Carlsonia Theatres, Ltd., 500-seat $100,000 house, the second in Fort St. John, B.C. It is expected to open Sept. 1. The H and H Drive-In, the first in Williams Lake, B.C., is also nearing completion. . . . Mrs. Clara Graham, veteran as cashier for 24 years with Leslie Sprague's Gaiety in Lancaster, N.B., before her retirement in 1947, died recently at her home. . . .Leonard W. Brockington, president, Rank Organization in Canada, is recuperating in the Lenox Hill Hospital, New York City, from a fall in which he received fractures to his left leg and right foot. . . .Albert E. Sindlinger, film business analyst, will be guest speaker at the annual luncheon of the Motion Picture Theatres Association of Ontario in Toronto, Nov 23. . . .James Card, motion picture curator of the George Eastman House, Rochester, N.Y., will speak at the annual general meeting in Toronto of The Canadian Federation of Film Societies during the Labor Day weekend. The Federation is a division of the Canadian Film Institute.

Press photographers had a field day with the arrival of Jayne Mansfield in Toronto on a p.a. tour in behalf of her film, "Will Success Spoil Rock Hunter?" The results proved themselves. Miss Mansfield was most cooperative with press, and the press was most generous with plenty of art on the lady who arrived accompanied by Mike Hargitay, one of the players in the film, and studio publicity man Bill Winter. Local arrangements were well-handled by Sam Glasier, Canadian ad-pub chief of 20th-Fox, working in cooperation with Peter Meyers, Canadian general manager. They were hosts at a party for press, radio, and TV. Even this writer got into the act as he was called upon by the Telegram to prepare measurements of Miss M. for pictures and story. He reported to his readers that studio publicity figures on the lady's figure were correct, despite a guess by another newspaper reporter that such wasn't case. . . .Tri-Town Drive-In, owned by Elmore and Cecil Hawn, is a new member of the Motion Picture Theatres Association of Ontario. . . .Theatre Poster Service has assumed the handling of all paper on the films of Universal-International, RKO, and Walt Disney. The arrangement was worked out with Empire-Universal by Murray Swigman of TPS. . . .Hugh Thomson has taken over the film beat on the Toronto Star while columnist Jack Karr is on his summer vacation. . . .Robert Fulford, Mayfair Magazine, has resigned his position as managing editor. . . .Tragedy struck twice at the Casino, Toronto. First was the incident in which part-owner Lou Appleby, 45, was tossed into the water when an explosion rocked his motorboat. Lou suffered head and leg burns. Second incident was the death of Dave Siege, chief projectionist at the theatre and head projectionist of Premier Theatres, who was killed in an auto accident near Kirkland Lake. . . .Harry A. Bercovitch, owner, Broadway, Regina, was the subject of a long article by Bruce Peacock in the Leader-Post of that city on his 40th year in show business.

—Harry Allen, Jr.

## Know Country Better Via Motion Pictures

TORONTO—Canadians would know their country better if there were more films made about Canada, it is the belief of Gerald Pratley, one of the country's most enthusiastic students of the film. Pratley, who reviews the movie scene mainly for the radio, is an English-born Canadian, who made his comments on the lack of film production in this country in the pages of Mayfair Magazine.

Pratley has noted that hundreds of American towns and cities have been given lasting publicity by having their names incorporated in the titles of movies which get international distribution. "But mention Toronto, Winnipeg, and Vancouver and there is seldom a sign of recognition," he states.

He says there is no lack of films which tell Canadians of other countries, but "We must have our own film industry. But nobody seems keen to start one. The excuse of financiers now is that with cinemas closing and films on the wane, it would be an even greater financial risk than before. However, this would be a more propitious time. The Hollywood flood has lessened."

### Foreign Branches Compete

NEW YORK—Twenty-seven United Artists overseas branches have topped their billings quotas in the first six-month competition of the year-long International Sales Drive, it was announced by general manager of the foreign department, Louis Lober, who is serving as captain of the drive.

The winning offices included five branches in the German organization, Berlin, Hamburg, Dusseldorf, Frankfurt, and Munich; five branches in Argentina, Rosario, Tucuman, Bahia Blanca, Santa Fe, and Cordoba; three branches in Colombia, Barranquilla, Cali, and Bogota; two branches in the French territory, Tunis and Bordeaux; and Singapore, Stockholm, Manila, Santiago, Brussels, Havana, Lima, Panama, and San Juan. Each branch will receive cash awards.

The three winning countries in the administrative phase of the contest are Denmark, Australia, and Philippines. The top three in the exploitation phase are Germany, Panama and Hong Kong.

# LAUNCHED!

# THE VIKINGS

**In Norway—in France—in Germany. . . a four million dollar action spectacle—in Technirama and Technicolor. Watch for more production news to come on this all-star major contribution to motion picture entertainment—and boxoffice grosses—for 1958**

KIRK DOUGLAS · TONY CURTIS · ERNEST BORGNINE · JANET LEIGH in "THE VIKINGS"

THRU

TECHNIRAMA®

# Reade Houses Sold To Highest Bidders

ALBANY—Two Walter Reade Circuit houses, the Warren, Hudson, N.Y., and Orpheum, Kingston, N. Y., have been sold at auction, under what is understood here to have been a stipulation they can not be used as theatres. A third Reade situation, the Congress Theatre Building, Saratoga, N.Y., was offered at auction, but was withdrawn after only one bid, for $20,000, had been made.

On the same day, however, Reade's Community Court Motel in the Spa was sold at auction for $161,000. This sale was subject to a bank mortgage, a chattel mortgage, and an outdoor advertising sign contract. Motel was constructed by Walter Reade, Sr., in 1951-52, for $25,000.

The Reade circuit operates the Community as well as the Congress in Saratoga. The Warren and Orpheum had been dark, but Reade also operates the 1500-seat Community in Hudson, the Community, Kingston, and the 9-W Drive-In, Kingston.

The Congress in Saratoga was built by late William E. Benton more than 30 years ago; The Community there and the Community in Hudson by Reade around 1937.

## ALBANY

Smalley Theatres slated Sept. 10 for an open house party in its Fort Plain situation, to give the public a chance to inspect renovations and to meet the new manager, John Schaefer, who succeeded Peter Ciania, resigned. Circuit president Mrs. Hazel A. Smalley was working with Schaefer on plans for the affair. . . . Ernie Stauter, partner in the Sara-Pla Drive-In, told friends that he was preparing to return to professional football with the Pittsburgh Steelers for another year.

Reports that the end of state censorship was near were viewed with little alarm by the board, which filled out its staff via three new appointments.

## ATLANTA

Roger Wood, Capital Films booker, became the father of a daughter. . . . Variety Club held its annual charity picnic at the East Country Club. . . . Paramount ledger clerk Jean Cooper resigned. . . . Ed Strange, owner, Jewel, Gordon, Ga., has sold the house to William Atkins. . . . John Ash is the new owner, Joyce Ann Drive-In, Cleveland, Ga., from Charles Ivester.

Dick Kerry was appointed assistant manager, Peachtree Art. . . . MGM booker Barbara Russell resigned. . . . MGM branch manager Bill Zoellner returned from New York sales meetings. . . . New speakers have been installed in the Area Drive-In, Grove Hill, Ala. . . . Dr. Eb Daniels, Jr., is the new owner, Highway 12 Drive-In, Decatur, Ga. . . . The Wells, Newberry, S. C., has been closed. . . . Eunice Adams is the new manager, Palace, Greenfield, Tenn., succeeding Billy Byars.

George Rosser, former Universal office manager, New Orleans, and Charles Skipper, formerly with the Ritz, Valdosta, Ga., are now with the Martin Theatres booking department here. . . . Webb Hayes, first vice-president and treasurer, Crescent Amusement Company, Nashville, Tenn., announced plans for the construction of a $300,000 office building on West End Avenue near 26th Avenue, for lease.

**Kim Novak, Columbia star, recently visited Boston in connection with "Jeanne Eagels", and is seen at a Ritz Carlton Hotel reception with, left to right, Julian Rifkin, vice-president, Rifkin Theatres; Seth Field, vice-president, Affiliated Theatres; Jerry Govan, head film buyer, New England Theatres, Inc.; and Walter Milliken, Boston city censor.**

## BOSTON

William J. Mulcahy, for 27 years assistant buyer and booker, Maine and New Hampshire Theatres, has been promoted to head buyer and booker, replacing the late William A. Sullivan, it was announced by John Ford, circuit general manager. . . . The newest Cinerama production, "Search For Paradise," will not open in the Boston until November or December, according to an official . . . . Successful kick-off Jimmy Fund meetings have been held in Providence, R.I., called by Chairman Edward Fay; in Bangor, Me., where Ted Williams made an appeal to theatremen for extra effort; and in Boston where 125 exhibitors and Variety Club members attended a Red Sox baseball game following a business meeting. . . . Jeremy Hyman, Dominant Pictures, was in town to visit his New England representative, Ben Rogers.

George Roberts, treasurer, Rifkin Theatres, spent a week in Massachusetts Memorial Hospital for a glandular infection. . . . George Kraska, head of publicity, Embassy Pictures, returned to his desk after long hospitalization for a heart ailment. . . . Al Fecke, United Artists salesman, and Mrs. Fecke celebrated their 40th wedding anniversary at a clambake at Duxbury, Mass, with their family and friends. . . . Fire destroyed the Liberty, Ashland, N.H., and owner Ed Doggett will not rebuild it. . . . Nathan Kamen is reopening the Olympia, Bangor, Me., in September. New England Theatres, Inc., operates the Opera House there and Connie Russell, Jr., has the Bijou, both first run operations.

**Nothing wrong with movie business that Sal Mineo, star, Columbia's "The Young Don't Cry," in a recent personal appearance at Atlanta's Paramount couldn't cure, as proven by this photo of fans jamming the theatre.**

# "Three Faces Of Eve" Set For Georgia Bow

AUGUSTA, GA—Twentieth-Fox will hold a lavish world premiere for "The Three Faces of Eve" in the Miller here on Sept. 18, it was announced last fortnight by the company.

The premiere is being held in Augusta at the request of the Chamber of Commerce which plans to honor Dr. Corbett H. Thigpen and Dr. Hervey M. Cleckley, authors of the case study on which the production is based. Both doctors are associated with the University Hospital here.

The company also announced that Joanne Woodward, writer-producer-director Nunnally Johnson, and Alistair Cooke, who narrates the film, will fly in for the premiere activities. The trio also will attend the drama's Sept. 20 opening in the Fox, Atlanta.

The entire state will gear press, radio, and television outlets to cover the appearance of Miss Woodward and Johnson, both native Georgians. Special state-wide "welcome home" celebrations are being planned in conjunction with the Augusta and Atlanta premieres.

PROVIDENCE, R. I., NEWS—Fred Coates, in point of seniority the oldest member of the projection booth staff in the Majestic, is recovering from a two-month illness, and hopes to be back on the job early in September. . . . . George Norton, assistant manager, Loew's State, spends much of his spare time as a volunteer disc jockey at the Veterans' Hospital. . . . Lieutenant George Blessing, local amusement inspector, recently was honored at a dinner held in Elks' Auditorium. Some 500 persons, including many theatremen, were present. . . . MGM exploiteer Floyd Fitzsimmons was in town, working with Loew's State manager William Trambukis.

## BUFFALO

General manager George H. Mackenna, Basil's Lafayette, and Universal are seeking Buffalo's most ardent and well informed movie fan as part of a promotion celebrating 50 years of film production and boosting the western New York premiere of "Man of a Thousand Faces." . . . Production has started on Warners' "Marjorie Morningstar" at Scaroon Manor, Schroon Lake, N. Y. . . . A warning that city licenses are required for legal operation of coin vending machines was issued by Police Commissioner DeCillis. . . . To honor Variety Club's late past chief barker, the Greater Buffalo Advertising Club voted to dub every Fort Erie Race Track Day for years to come as Murray Whiteman Day. Whiteman was the originator and long time chairman of the Ad Club event.

## CHICAGO

In response to public demand, a four-member movie censor board was established at Waukegan, Ill., by Mayor Robert Sabonijan. . . . Alliance Amusement Company is trying out miniature golf courses at drive-ins. . . . Robert H. Greenberg was elected vice-president and general counsel, Walter E. Heller Company, film financiers. . . . The Ziegfeld installed a new air conditioning system. . . . Judge Nathan Swain, 66, who had presided over several theatre cases at the U. S. Court of Appeals, died. . . . The Harlem Outdoor donated a night's receipts to the Little Leaguers baseball organization.

The slogan for Warners' upcoming Branch Managers' Drive is *"Watch Warners put the gold in the industry's Golden Jubilee."*

This slogan is for real. Our Drive begins with "THE PAJAMA GAME" at Radio City Music Hall and across the nation as the No. 1 Labor Day attraction.

Watch the gold pour in.

**AND A BIG P.S.**

*We just saw the rough-cut of MARLON BRANDO in "SAYONARA" and so did Russell Downing, Ed Hyman, Harry Kalmine, Samuel Rosen and Sol Schwartz. Ask them what they think and they'll tell you it's a guaranteed gold-mine.*

# Theatremen Suffer From Newspaper Strike

BOSTON—As the mailers' strike on six newspapers entered its second week last fortnight, theatre business was suffering in both the downtown spots and the neighborhoods. Although the first runs turned to radio and TV time as the best solution during the crisis, the Greater Boston suburban houses were harder hit, as many of them could not absorb the high cost of radio spot announcements.

Some situations were using the small suburban sheets and weeklies, such as the Dorchester Citizen, the Milton Record, the Back Bay Ledger, the Dedham Free Press, the Quincy Patriot-Ledger, and others. Pictures in long run engagements were suffering the least, but new films were forced to open without the routine newspaper campaigns, with damaging results. Theatre managers placed extra help on the switchboards to handle the incoming calls from patrons asking for the new programs and the starting time.

"Jeanne Eagels," which opened in Loew's State and Orpheum, was the only new program that reported above average business on its first day. On the other hand, the new Gary, playing "Pride and the Passion" on a long term engagement, reported excellent evening business, and better than fair matinees.

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Building of the Levin Drive-In, delayed by shortage of material, has been resumed. Completion by fall is expected. . . . Richard Kubich, Stanley Warner manager, became the father of twin daughters. . . . The Orpheum, Springfield, Ill., was closed when the stagehands union refused a staff reduction. . . . James Gladieux was named Lincoln manager, Chicago Heights, Ill. . . . Will Humphrey joined the Princess staff. . . . John J. Allin, Allin Film Delivery, was feted on his 83rd birthday.

## CINCINNATI

Realart's package deal, "Hoodoo Women" and "Undead," was booked into eight local houses for late this month. An all-out Realart promotion for "Walk Into Hell" attracted good business in 70 area houses. . . . Automobile give-aways at six Chakeres Circuit houses this summer were very successful, with the first presentation being made in mid-August in the Murphy, Wilmington, O. . . . Ladies Auxiliary, Variety Club, opens its fall activites with a football party on Sept. 21, when members and guests will see the University of Cincinnati-Dayton University game, followed by a buffet supper in the Hotel Metropole clubrooms. . . . Ann Schneider, 20th-Fox clerk resigned. . . . Delbert Kinsel, owner, Skyborn Cruise-In, Fairborn, O., was killed in a head-on auto collision.

COLUMBUS, O., NEWS—Construction is under way on a 14-story "pigeon-hole" parking garage on Front Street, across the alley from the RKO Palace and within a block of Loew's Broad. . . . Plans for special attractions in Loew's Ohio and Loew's Broad were discussed at a meeting here of Ernest Emerling, Loew's director of advertising and publicity; Martin C. Burness, Loew's central division manager; Walter Kessler, manager, Loew's Ohio; and Robert Sokol, manager, Loew's Broad. . . . Rein Rabakukk, former assistant manager, Loew's Ohio, is taking his basic Army training at Fort Knox, Kentucky. . . . "The Ten Commandments" started a 15th week in the World.

**The sailors certainly know plenty about the subject, and that's why they were on hand recently at Golblatt's Department Store, Chicago, where the fuzziest was picked in a "Fuzzy Pink Nightgown" contest judged by Jane Russell, star of the UA film of the same name. Store ran ads, windows, and department displays.**

## CLEVELAND

Movie attendance started to improve after the Fourth of July from what was generally agreed to be the all-time low, and is now gaining rapidly in downtown and most suburban areas, according to exhibitor reports. . . . M. B. Horwitz has introduced a new policy during his engagement of "The Ten Commandments" in the State, Cuyahoga Falls, O., where the picture opened for an extended run. Instead of the usual Wednesday, Saturday, and Sunday matinees, Horwitz is offering the picture on a daily matinee policy. . . . Two theatres that closed for the summer are preparing to reopen, the Ross, Rossford, O., opening Sept. 12, and the Star, Deshler, O., opening Sept. 5. Under new operation, the Palace, Hubbard, O., formerly operated by Steve Vernarsky and closed the past year, has been reopened by Paul Patrella. . . . Allied Artists local office reports that "Love in the Afternoon" grosses have zoomed since adoption of its new advertising approach stressing the sophisticated angle of the picture and limiting patronage to adults over 16 years. . . . Charles Settis has changed his mind about closing the State, Marion, O. He is now booking pictures through September. . . . Associated Theatres, headed by Meyer Fine, announced Oct. 1 as the date for the circuit's annual clambake. As usual, it will be held at Schluter's place on the West Side. . . . Variety Club has announced that it will sponsor the Children's Diabetic Camp Ho-Mita-Koda located at Newbury, O.

MARION
Welcomes NICK ADAMS
FAIRMOUNT
WORLD PREMIERE
OF JAMES DEAN STORY
MISS INDIANA
MISS MARION

**The recent world premiere of Warners' "The James Dean Story" at the Paramount, Marion, Ind., climaxed a two-day salute to the memory of the late actor in Marion and nearby Fairmount, his home town. Shown here are George W. George, co-producer of the film, and young star Nick Adams, with "Miss Indiana," "Miss Marion," and "Miss Fairmount."**

# "Game Of Love" Ban Reaches Highest Court

CHICAGO—The "Game of Love," rejected by the Police Censor Board in 1956 and since turned down by all courts except the U.S. Supreme Court, will now be judged by the highest tribunal. Attorneys Abner Mikva and Felix J. Bilgrey, battling for the film, went to Washington to file a petition asking for lifting of the ban.

The attorneys claim the censor board violates the first and 14th amendments to the Constitution, and charge the board has no rules, judging films as it sees them. They also allege the board was improper in banning movies it considers "immoral and obscene" before they were shown and without "due process."

Imported from France, the film, has won several prizes and is acclaimed by its backers as art. Judge Sam Perry ruled in Federal Court here that the "dominant tone of the picture is sexuality" and held that the censor board has acted properly. "This court rules that the film in question is obscene," Judge Perry held. The U.S. Court of Appeals upheld the ban.

The petition to the Supreme Court was filed for the Times Film Corporation.

## DALLAS

Herman C. Craver, 49, veteran distributor for the Tower Pictures Company, died in the Parkland Hospital of injuries received when his car rammed a concrete abutment. Police say that it was possible that Craver suffered a heart attack and lost control of his car. . . . The Interstate Circuit donated the five-inch wide screen lens, manufactured by Bausch and Lomb, and Projection Optics Company donated a pair of Hilux lenses to the CinemaScope installation at the Scottish Rite Hospital for Crippled Children. . . . "Around the World in 80 Days" entered its 36th week in the Tower. Target date for the closing was Labor Day, but Interstate officials now say they don't know when the showing will be stopped. . . . The lights on the Melba marquee will go on again Oct. 2, when the Cinerama "Search for Paradise" opens there. The Melba has been closed since May, when "The Seven Wonders of the World" closed after a year's run. The press preview will be held on Oct. 1. . . . New officers installed by the WOMPI include Mable Guinan, president; Rosa Browning, second vice-president; Blanche Boyle, first vice-president; Thelma Jo Bailey, corresponding secretary; and Mildred Freeman, treasurer. Directors include Wilma Mitchell, Bess Whitaker, Grace Folsom, Louise Kay, Marilyn Bragg, Virginia Elliott, Minna Mae Stevison, and Beth Hull.

## DENVER

Toni Medley, who has been on leave of absence for two months, has returned to her position as assistant to Fred Brown, booker and buyer, Black Hills Amusement Company. . . . Charles G. Manley, general sales manager for Manley, Inc., was in from his Kansas City headquarters conferring with Arlie Beery, district manager. . . . H. Neal East, Paramount western division manager, was in for a sales meeting attended by the Denver branch sales personnel. . . . Marvin Goldfarb, Beuna Vista district manager, and

## McGee-Briggs Asks Denver For Toll-TV Franchise

DENVER — McGee-Briggs Enterprises, Tower owner and operator of two car wash establishments, recently applied for a toll television franchise, the second such request the City Council has received. However, the city attorney has ruled that such requests must go to a vote of the people, as any franchise.

McGee-Briggs is asking to service about a third of the city, that portion east of Colorado Boulevard, where the Tower is located. Applicants said they intend using a system similar to that of the telephone company. More applications are expected before the matter is settled.

Fred Hellwig, auditor, attended a sales meeting at Burbank, Cal. . . . Fred Chubka has taken over the management of the Tru-Vu Drive-In, Delta, Colo., from Stanley Dixon.

### DES MOINES

Dale Buchholtz, former manager, Iowa, Lake City, Ia., has accepted a post as manager, Grand, Topeka, Kans. . . . Harold Stapleton has purchased the Flame, Elma, Ia. He has not disclosed whether he will reopen the house. . . . Eddie Osipowicz has closed the Ritz, Correctionville, Ia. He had operated the house since 1951. . . . John J. Smith, 55, former owner, Traer, Traer, Ia., died recently at St. Petersburg, Fla. . . . William Proctor has reopened the Theatre, Anita, Ia. He has named Doug McLuen as manager. . . . Marvin Graybeal, manager, Capitol, Sioux City, Ia., for Tri-States, has been named city manager for the circuit at Waterloo, Ia. . . . Charles Peterson, owner, Windsor, Hampton, Ia., was married recently to Violet Barlow.

### HOUSTON

Tickets to special showings of Walt Disney's "Treasure Island" are available at the Houston Public Library and eight branch libraries for children who have completed the summer reading program. . . . Mark Sheridan, 20th-Fox southwestern district manager, with headquarters at Dallas, was a recent visitor. . . . The membership drive of the Houston Variety Club was extended through August, according to Mike Conti, chairman. . . . George Pattillo was named manager, Majestic, in an announcement made by Al Lever, city manager, Interstate Circuit. Pattillo succeeds Russell Rindy who died recently following a heart attack. Replacing Pattillo at the Alabama is Howard Skelton, Village. Kenneth MacElmurray has been transferred to the Village from the South Main Drive-In, with Preston Huey from the North Main Drive-In taking his place. Buddy Gould, who has been assistant, Majestic, has been named manager, North Main. . . . Members of the Greater Houston United Theatre Association held their luncheon meeting at the new Variety Club quarters. Willie Ratcliff, the group's president was unable to attend. The new headquarters are finding favor with all.

Jane Russell and UA executives Joe Gould, advertising manager; Lige Brien, director of special events; and Roger H. Lewis, national director of advertising, publicity and exploitation, are seen as they recently examined the "King Of Showman" contest entry submitted by Willis E. Shaffer, manager, Fox, Hutchinson, Kansas, for "The King And Four Queens," which won him $2,500 in cash and a trip to Hollywood.

Those good old crowds came out again recently when Columbia star Kim Novak appeared for an autograph session at the Adams, Detroit, in connection with the opening of "Jeanne Eagels." Everyone was happy but the local police. They were tired.

## Furniture Firm Spends $46,875 For "80 Days"

CLEVELAND—Howard M. Silver, president, Watkins Furniture Company, which has seven stores in northern Ohio, has seen "Around the World in 80 Days" five times. He was so impressed with it that he bought out a matinee performance in Loew's Ohio for a Golden Age party.

The first affair was such a success that he has now made a record purchase of 18,750 tickets to give away to his friends and customers. When he gave his check in the amount of $46,875 to Mike Todd, Jr., who was in town on a routine check-up of the engagement, now in its ninth week, he said he would use some of the tickets in a unique merchandising plan soon to be announced.

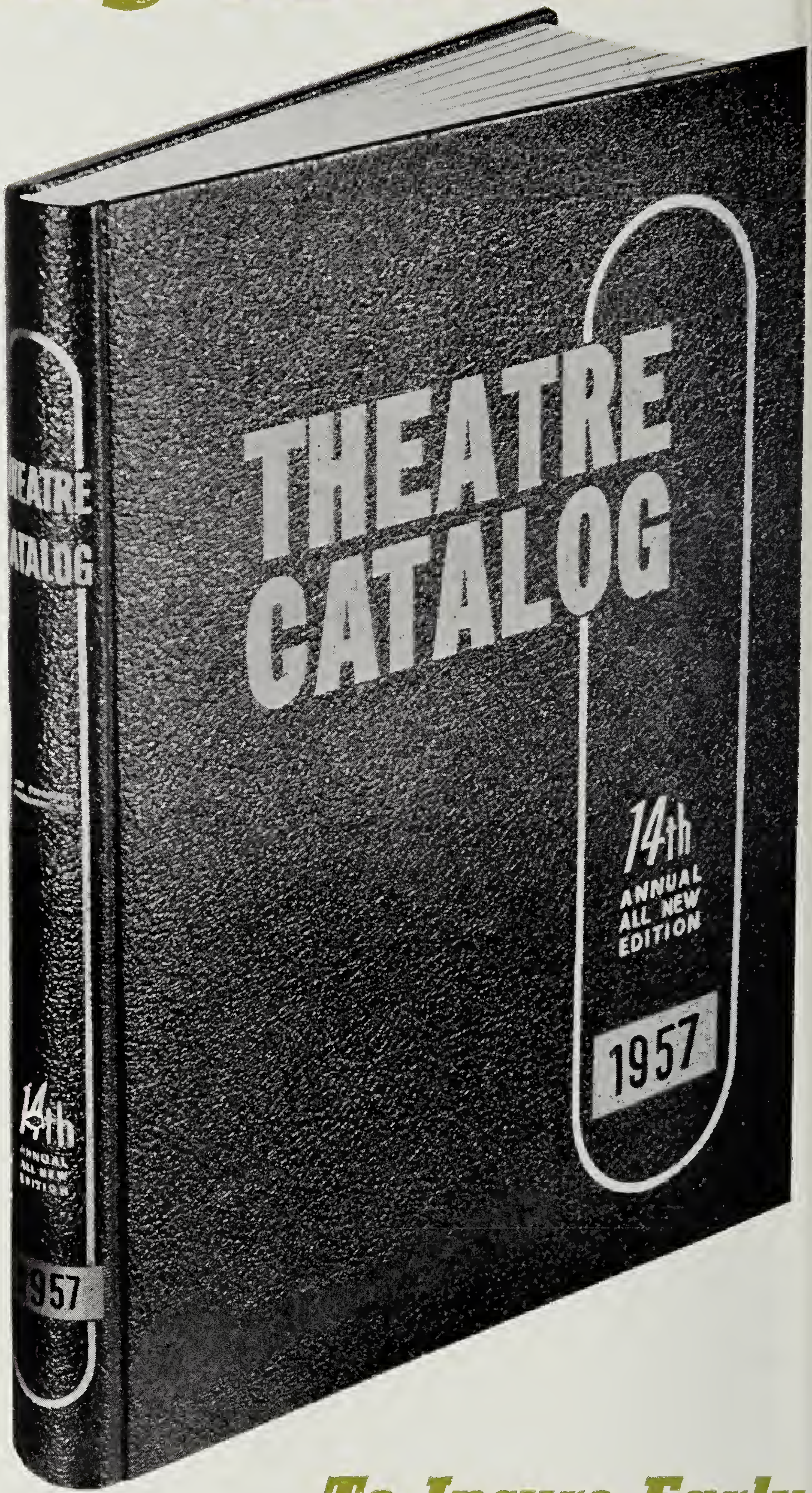
# The Tip-Off On Business

**(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)**

KEY TO "THE LITTLE MEN" RATINGS: (AUG. 28)

| | | | |
|---|---|---|---|
| 🚶🚶🚶🚶 | Registering grosses in the highest brackets. | 🚶🚶 | Just fair, nothing out of the ordinary, average. |
| 🚶🚶🚶 | Good, although not breaking down the walls. | 🚶 | Disappointing, below what was expected. |

| | | | |
|---|---|---|---|
| THE PRIDE AND THE PASSION (UA) | 🚶🚶 | NIGHT PASSAGE (U-I) | 🚶🚶 |
| WILL SUCCESS SPOIL ROCK HUNTER? (20th-Fox) | 🚶🚶 | FIRE DOWN BELOW (Columbia) | 🚶🚶 |
| LOVE IN THE AFTERNOON (AA) | 🚶🚶 | HATFUL OF RAIN (20th-Fox) | 🚶🚶🚶 |
| SOMETHING OF VALUE (MGM) | 🚶🚶 | SWEET SMELL OF SUCCESS (UA) | 🚶🚶 |
| THE TEN COMMANDMENTS (Paramount) | 🚶🚶🚶🚶 | BAND OF ANGELS (Warners) | 🚶🚶 |
| CURSE OF FRANKENSTEIN (Warners) | 🚶🚶🚶🚶 | THE FUZZY PINK NIGHTGOWN (UA) | 🚶🚶 |
| AN AFFAIR TO REMEMBER (20th-Fox) | 🚶🚶 | OMAR KHAYYAM (Paramount) | 🚶🚶 |
| SILK STOCKINGS (MGM) | 🚶🚶 | JEANNE EAGELS (Columbia) | 🚶🚶🚶 |



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# Conn. MPTO Slates Annual Golf Tourney

HARTFORD, CONN.—The MPTO of Connecticut slated its annual golf tournament and dinner at the Racebrook Country Club, Orange, for yesterday (Aug. 27), with George H. Wilkinson, Jr., MPTO president, and Harry Feinstein, zone manager, Stanley Warner, as co-chairmen.

Other assignments are, to the exhibitors committee, the co-chairmen, plus James Bracken, Stanley Warner; James Darby, Paramount, New Haven; Ted Jacocks, Branford, Branford; Harry F. Shaw, Loew's Poli-New England Theatres; Max Hoffman, Connecticut Theatres; John Perakos, Perakos Theatre Associates; and distributors, Henry Germaine, Paramount and Alex Schimel, U-I; publicity, Lou Brown, Loew's Poli-New England Theatres; gifts, Albert M. Pickus, Stratford, Stratford, and TOA vice-president; and Irving Mendelsohn, United Artists.

Attorney Herman M. Levy, TOA general counsel and MPTO of Connecticut executive secretary, is toastmaster.

## JACKSONVILLE

Pickets marched in front of the Florida and the Klu Klux Klan staged a parade in protest against the showing of "Island in the Sun," but the general public gave the picture heavy patronage. . . . Presidents of the Duval County Democratic Women's Club and Local 418, International Brotherhood of Papermakers, appealed to City Council for the creation of a local motion picture censorship board, but they were told that state laws govern motion picture censorship and no local law could supersede them. . . . Bill Korenbrot, manager, downtown Imperial, resigned. He said that he and his father plan to acquire their own theatre in south Florida. . . . The new booker at 20th-Fox is Grady Goodwin, who formerly worked in the company branch offices at Memphis, Dallas, and Houston. He took the post here left vacant by the resignation of Bob Tylo. . . . Joe Charles, manager, Capitol, and Margaret Smith are to be married Sept. 14. . . . A Motion Picture Exhibitors of Florida committee, composed of LaMar Sarra, Pete Sones, Horace Denning, and Van Myers, has effected a settlement with the State Comptroller's office whereby the State tax on drive-in concession sales will be .035 per cent of gross sales, retroactive to July 1 of this year. . . . The MPEOF has rallied around the present management of Loew's, Inc., and has urged all Florida exhibitors to support the management of Charles R. Vogel.

## NEW HAVEN

HARTFORD, CONN., NEWS—The 3800-seat State, closed for the summer, scheduled reopening for Sept. 7-8. . . . Frank E. O'Neill, formerly with New England Theatres, Inc., and more recently with the Smith Management Company, has joined Stanley Warner as manager, Palace, Norwich, Conn., succeeding Allen J. Brown, named co-manager, Capitol, Springfield, Mass. Harold L. Cummings is Capitol resident manager. Changes were effective immediately, according to Harry Feinstein, SW zone manager.

## NEW ORLEANS

George Bannan, Allied Artists publicity representative, was in from Dallas to engineer activities for producer Bernice Block, who was here to plug her initial production "Dino," which opened in the Panorama. . . . Billy Bray closed the 82 Drive-In, Stamps, Ark. . . . The Midway Drive-In, West Lake, La., which had been closed since Hurricane Audrey gave it a beating, has reopened. . . . Also reopened is the Pines, Pineville, La., with its name changed to the Kings. R. S. Starling, owner, has requested the trade to direct all consignments to Kings Drive-In, Kingsville, La., and all mail to him at 113 Cherokee Lane, Alexandria, La. . . . A. L. Morgan, McLendon Theatres, Union Springs, Ala., reported that the Frisco, Frisco City, Ala., reopened. . . . Betty Wier, formerly with 20th-Fox now is shorts booker, Paramount Gulf. . . . Raymond Gremillion, Southeastern, handled the sale of the new RCA lamps which John Elzey installed in his Pat Drive-In, Vidalia, La.

## Circuit Executive Dies; Served Prudential Theatres

**HARTFORD, CONN.—Ralph K. Severs, 63, district manager, Associated Prudential Theatres, Inc., in Westchester County, N. Y., and Connecticut, died last month in the Norwalk, Conn., Hospital after a long illness.**

**Prior to joining Prudential 30 years ago, Severs had constructed several Long Island theatres in partnership with the late Michael Gynn, served as a reporter, and had managed several theatrical road companies.**

**Survivors include his widow, Katherine.**

## NEW YORK

Almost one thousand vied recently at the RKO Palace for the title of "New York City's Number One Movie Fan" and special prizes in a test held in connection with U-I's "Man Of A Thousand Faces." The quiz, designed by Charley Simonelli and his U-I boys, is being made available to all theatres wishing to try the stunt. . . . The Central inaugurated a new first-run policy with the showing of DCA's "Battle Hell." . . . Caravel Films, Inc., are opening a new film production center at 30 West End Avenue at 60th Street. . . . "Search For Paradise," new Cinerama film, will premiere at the Warner on Sept. 24. . . . Because of the special interest of legitimate theatre people in Margaret Leighton and Ralph Richardson, an invitational midnight showing of their new co-starring film, Continental's "A Novel Affair," was held at the Little Carnegie for the stars and supporting casts of current Broadway plays.

The RKO Palace, New York, recently joined the ranks of Broadway first-run film houses, with U-I's "Man Of A Thousand Faces" inaugurating the policy. Attending the premiere were, left to right, Charles J. Feldman, U-I vice-president and general sales manager; Mrs. Cagney; Jane Greer; James Cagney star of the film; and Sol A. Schwartz, RKO Theatres' president.

# N. Y. Censor Staff To Appoint Three

ALBANY—Evidently confident that censorship will continue in New York, despite recent adverse decisions by the Court of Appeals and by Appellate Division, Third Department, the State Education Department is proceeding with censorship plans on two fronts.

One is the canvassing of the 17 successful candidates, out of 54 who qualified in a Civil Service examination, prior to the appointment of three reviewers in the Department's Motion Picture Division. Reduced to three by retirement and promotions, the reviewing staff is expected to be up to its full complement within a month.

A second move indicating belief that film censorship has not been kayoed by court decisions is the Education Department's approval of a $113,000 budget for Motion Picture Division in the fiscal year 1958-59. This is $1,000 more than last year's total, the increase being granted to allow greater travel expenses.

A Department official explained that the recent four to three Court of Appeals decision reversing the Regents' refusal to issue a license for "Garden of Eden," a finding which Regents hope will be changed after an Oct. 7 review of a motion to reargue, made it unmistakably clear "obscenity," within the limits of that term as defined in "modern judicial decisions," is a ground for prior restraint.

## PHILADELPHIA

The New Mayfair remains closed following its recent fire. . . . Benny Harris, American Film, expects to be back on the job at his indie exchange soon. He is fast recovering from the heart attack which hit him weeks ago. . . . The RKO Broad, Trenton, N. J., has closed. . . . Sam Beck, an employee, A. M. Ellis Theatres' Rockland, starts his 32nd year at the house September 3. . . . Benny Zimmerman, last at the Carman, is available for a manager, buying and booking post. . . . Leo Pillot, exploitation manager, Rank Film Distributors of America, was in. . . . The Troc, the town's burley, gets under way Sept. 1. . . . "Search For Paradise," new Lowell Thomas Cinerama film, premieres at the Boyd on Oct. 2. . . . Variety Theatre Company gave up operation of the Cedar, Holiday and Tioga. It is understood that Lewen Pizor is now operating these houses. . . . Sam Stiefel has been playing some "in the groove" colored stage shows at the Uptown in conjunction with his film shows. Fats Domino and his "big show" is the latest. . . . Talent shows in the form of ye old amateurs have proven a money maker, as usual, in several neighborhood spots.

## PITTSBURGH

David Edwards recently purchased the Community Drive-In, Kittanning, Pa., and the Midway Drive-In, Clarion, Pa., from the Associated Theatre Circuit. . . . The Grandview, Mt. Washington, Pa., has been reopened by Paul Bronder. It was closed as the result of a fire. . . . George Skouras, owner, Penn, and Spyros Skouras, Jr., top United Artists executive, were expected to be here for the celebration of the Penn's 30th anniversary on Sept. 6. . . . The Pershing, formerly the Harris, Dubois, Pa., was to reopen.

# Variety Honors Mayor Welch From London

PHILADELPHIA—Variety Club Tent 13 held a dinner at the Bellevue-Stratford Hotel last week in honor of Colonel Sir George James Cullum Welch, Lord Mayor of London, and Mrs. Welch. George Hoover, International Executive Director, acted as toastmaster.

Seated on the dais were Edward Emanuel, second assistant chief barker; Jack Beresin, chairman of the board of Variety International; Ralph Pries, International representative; Harold Klein, chief barker, New York Tent; Aaron B. Seidler, chief barker, Baltimore, Md., Tent; Sylvan Cohen, chief barker, Tent 13; General J. Harry LaBrum, chairman, Philadelphia official reception committee; M. Leonard Matt, Consul of Guatemala; Sidney B. Dexter, chairman, Civil Service Commission; Victor H. Blanc, district attorney of Philadelphia; Councilman Samuel Rose; and the Lord Mayor's party.

The invocation was given by Father Sylvester McCarthy, chaplain, Variety Clubs International, and chairman of the evening was Jack Drucker.

Welch was presented a plaque from Tent 13, and told those assembled what they may expect when Variety International meets in London for their convention April 22-23-24.

## Variety Golf Tourney Scheduled For Sept. 20

**PHILADELPHIA—Variety Club Tent 13 will hold its annual golf tournament and dinner dance at Meadowlands Country Club, Blue Bell, Pa., on Sept. 20. A gin-rummy tourney will also be held. The fee is $13.50 per member and $6.50 per lady.**

**Leo Beresin is chairman with Cecil M. Felt in charge of arrangements. Working on various committees are Ben Biben, Edward Emanuel, David Supowitz, Leonard Matt, Jack Drucker, Louis Molitch, Robert Abel, Victor Blanc, Harold Cohen, Louis Davidoff, Mike Felt, Stanton Friedman, Louis J. Goffman, Jack Greenberg, Fred Lebron, Mickey Lewis, Edward Skyanier, and Lester Wurtele.**

## ST. LOUIS

The Scott, Golconda, Ill., again has closed for an indefinite period. . . . Veteran projectionist Robert E. Miller succumbed to a heart ailment in St. Anthony's Hospital. . . . Early drive-in closings include the Bel-Air, Paducah, Ky., and the Okaw, Camargo, Ill. . . . William Emas, Universal office manager, was promoted to city salesman, replacing the incapacitated Hugh Nesbitt. Mel Sherman now is office manager. . . . Lester Kropp, Fred Wehrenberg Theatres, has recovered from influenza.

## SAN ANTONIO

G. A. Lucchese, 60, veteran Spanish language theatre owner and operator, died in a local hospital. He was head of the Zaragoza Amusement Company, which operated the Teatro Nacional, Alameda, and Guadalupe. . . . Charles Boyd, 12 years old, was in a local hospital with possible internal injuries received when he was struck by an auto at the Park Air Drive-In. . . . A Free Movie Party was scheduled in the Majestic this week for all kiddies between the ages of four and 16. . . . Mr. and Mrs. W. K. Williams have taken over the operation of the Devine, Devine, Tex., from Mrs. Gidney Talley. . . . J. B. Bearden, who is building a drive-in at El Paso, Tex., recently purchased a 170 Cessna aircraft. . . . Billy E. Peck succeeded Dean White as manager, Cameron, Cameron, Tex. White resigned to enter private industry. Peck began ushering at the Milam, Cameron, some 11 years ago and worked his way up to projectionist at the Milam and at the 77 Drive-In; he now is manager of both. . . . Mrs. Fred Smith, New, Rogers, Tex., has almost recovered from a recent foot operation. . . . Roy Moore is the new owner and operator, State, Pittsburgh, Tex. Moore formerly was with Buddy Bass Theatres. . . . Wesley Walker has purchased the Palace, Cisco, Tex., from the Mitchell Theatre Circuit. He recently also purchased the Joy Drive-In, Cisco. . . . Lew Bray, Jr., has been named temporary manager, Wes-Mer Drive-In, Mercedes, Tex., while awaiting orders from the Air Force. . . . Bob Euler, manager, American, Bonham, Tex., became a grandfather recently. . . . At the last monthly meeting, all members of IATSE, Local 865, serving Odessa and Midland, Tex., voted to contribute two dollars per member to the Will Rogers Memorial Hospital, Saranac Lake, N. Y.

# MITO Sets Plumlee As Keynote Speaker

ST. LOUIS—Frank L. Plumlee, partner in Edwards and Plumlee Theatres, Farmington, Mo., an exhibitor with experience in both drive-in and conventional theatre operation and who also knows the problems of film distribution, will be the keynoter for the 39th annual meeting of the Missouri-Illinois Owners, TOA affiliate, in the Kingsway Hotel here, Sept. 9-10.

Pete Gloriod, resident manager, Poplar Bluff, Mo., for Rogers Theatres, Inc., Cairo, Ill., will bring to the MITO gathering the latest information concerning the various forms of toll television and their operations in various sections of Missouri, Kentucky, Arkansas, Mississippi, and other sections of the country Herman M. Levy, general counsel, Theatre Owner of America, and George Roscoe, field representative, will represent the national organization at the local gathering.

David G. Arthur, booking department head, Arthur Enterprises, and chief barker of the Variety Club, will serve as toastmaster of the banquet session the night of Sept. 10, when Miss Film Row of 1957-58 will be elected by those in attendance.

**Sam Mitchell, manager, Kallet Shoppingtown Theatre, De Witt, N. Y., was host recently to these Mexican beauties who almost travelled "Around The World In 80 Days" to see the UA film in Todd-AO and their Mexican movie idol Cantinflas. The girls were on a tour of the U.S. as part of an educational project in international living.**

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# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "the A-MAN Corner." Add your name and address. Names and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly made business, she should specify her sex.

**THEATRE MAN** of long experience. Past 12 years as exhibitor. Has sold lease and is available for position with circuit or independent. BOX A814, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

**MANAGER AVAILABLE** immediately. Drive-In and conventional experience, 6 years. Anywhere U.S.A. or Hawaii. Single, twenties, sober, top salary, exchange references. Draft exempt. BOX B814, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

**IF YOUR THEATRE** needs more than just another manager, you can use me to advantage. Presently employed. Desire to locate in Florida. Promotion, exploitation minded. BOX A828, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

**THEATRE MANAGER** desires change to concession field. Would like job as concession supervisor. Have had top experience in getting results in drive-in theatres and indoor theatres. BOX B838, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

*Address all correspondence to—* **The A-MAN Corner**
Motion Picture Exhibitor
246 North Clarion St., Phila. 7, Pa.

WORLD PREMIERE HEADQUARTERS
RAINTREE COUNTY

Special premiere headquarters were recently set up in Louisville, Ky., for the Oct. 2 opening of MGM's "Raintree County." Shown watching the sign go up are, left to right, A. B. McCoy, manager, Brown Theatre; Judson Moses, southern division press head for MGM; E. C. Pearson, central division press representative who headquarters in Cleveland; and John L. John, MGM field press representative.

## Fay Again Sparks Jimmy Fund Drive

PROVIDENCE, R. I.—Edward M. Fay, once again state chairman of the Jimmy Fund, a post he has held since the inception of the drive, sparked the opening of this year's campaign recently at a luncheon meeting held in the Sheraton-Biltmore Hotel.

Some 50 representatives, most of them theatre managers, heard talks by William S. Koster, the fund's executive director; Carl W. Haffenreffer, treasurer, Narragansett Brewery; John W. Haley, public relations director of the brewing concern; and many other prominent businessmen, active in the drive which annually raises funds for the research and treatment of cancer among children.

A many-faceted program was outlined for the campaign, which officially starts in September, to be highlighted by the Mothers' March on Sept. 11. The theatremen plan many special events which they expect will result in topping last year's collections, which exceeded $40,000.

## First Cinerama Birthday Celebrated In Seattle

**SEATTLE—Last week marked the first birthday of Cinerama in the Pacific Northwest. "This is Cinerama" opened Aug. 21, 1956, in the Paramount, which had been converted to the showing of Cinerama films.**

**The occasion also marked the opening of the third Cinerama film, "Seven Wonders of the World," which was a gala affair, featuring searchlights and a parade of dignitaries. The premiere was presented under the sponsorship of the Catholic Youth Organization, which was to receive a good percentage of the receipts.**

**Premiere festivities also included the first appearance of the Civil Air Patrol Band, the Songcrafters, and flags of many nations were massed outside the theatre.**

## SEATTLE

Among the industryites who journeyed to Portland for the Film Golf Tournament were Ernie Piro, Favorite Films, and Art Freenfield, Universal. . . . Film Row visitors included Art Smart, former driver, Inland Northwest Film Service; Jerry Van Diver, Orada, Oroville, Wash.; Martin Falleto, Ruby, Chelan, Wash.; Mrs. Norman Clyde, Clyde, Langley, Wash.; Darrel Saunders, Cameo, Tacoma, Wash.; and Jim Haufner, Shell, Tacoma.

## WASHINGTON

The Murphy, Front Royal, Va., has reopened on a part-time basis. . . . In Baltimore, Md., I. M. Rappaport and M. R. Rappaport announced the removal of their offices to 307 West Fayette Street.

Twi-Lite Drive-In, Front Royal, Va., opened last week. Owners are Dan Griffin and S. Mullins. . . . Craig, Craigsville, Va., closed last fortnight. . . . Triangle Drive-In, Triangle, Va., opened last week. . . . George A. Crouch, Stanley Warner Theatres zone manager, held a managers' meeting to plan a fall drive.

ON YOUR DIAL WINX 6 A.M. MIDNITE
The Voice of Suburban Maryland
MUSIC
GLEN E
ARK
FROM THIS

Ed Rosenfeld, manager, Trans-Lux, Washington, recently arranged a Mardi Gras at Glen Echo Park, local amusement center, to help publicize Columbia's "Fire Down Below." A feature was a bathing beauty contest stressing a "Fire Down Below" charmer, shown above.

Oscar M. Swain, manager, Stanly, Albermarle, N.C., recently obtained excellent results with the combination stage and screen show of Kara-Kum's mystery unit and a horror film. Realart's "The Bride Of The Monster." These ghosts and casket helped the bally.

*David E.*
**BRODSKY**
*Associates*
THEATRICAL INTERIOR DECORATORS
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*Theatre Insurance Specialist*
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ALLIED ARTISTS

*Congratulates*

WILLIAM WYLER

*on the selection of his*

**"FRIENDLY PERSUASION"***

*as the*

**Best General Entertainment Picture of the Year**

*by* INTERNATIONAL SHOWMEN

*participating in*

MOTION PICTURE EXHIBITOR'S NINTH ANNUAL LAUREL AWARDS POLL

*Winner of Golden Palms Award at Cannes Film Festival 1957 as WORLD'S BEST MOTION PICTURE

Allied Artists
PRODUCTIONS, INC.

# 1956-57 LAUREL AWARDS

— Presented annually since 1948, pursuant to an INTERNATIONAL POLL of THEATRE Executive Opinion conducted by the STUDIO SURVEY DEPARTMENT

EXHIBITOR
1956-57
VOTED BY THE FILM BUYERS OF THE MOTION PICTURE INDUSTRY
LAUREL AWARDS

•

*a lasting tribute to worthy achievement!*

**STUDIO SURVEY** appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR and is devoted exclusively to the arts, people, creative ability, and physical properties making up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to editorial director Paul Manning, 8141 Blackburn Ave., Los Angeles 48, California. For all other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 229 West 42nd Street. LAUREL AWARDS associate editor, William Haddock.

Volume 10, Number 9

August 28, 1957

# Laurel Awards—Poll With A Difference

AT A CERTAIN TIME each year, this nation goes poll-happy. Newspapers and magazines regale their readers with "the 10 best ways to pickle eggs," "the 10 worst dressed plumbers," "the 10 most beautiful great-grandmothers," and countless other lists of equal importance.

High up on the list of industries whose accomplishments are judged over and over by self-appointed experts is motion pictures. It has been said that everyone in the United States has two businesses—his own and show business. Trite, but true!

Persons who never have an opinion on anything are violently opinionated concerning figures in the entertainment world. When the yearly rash of polls lists the 10 best films, the top actors and actresses, etc., wounded cries are heard everywhere from those whose favorities were left out in the cold. Indeed, for an industry that has been buried in print and conversation due to competition from such varied fields as radio, do-it-yourself kits, and television, motion pictures has a fabulous record of capturing and maintaining public interest.

All of the above is by way of introducing another poll, another series of "10-bests." This, however, is a poll with a difference, at least so far as film polls are concerned. Over the past nine years, the international LAUREL AWARDS, as presented annually by MOTION PICTURE EXHIBITOR, have grown in stature so that now they are among Hollywood's most coveted trophies. This is no accident. The value of the LAUREL AWARDS is that they are presented following the balloting of exhibitors in the United States, Canada, and elsewhere. They are truly international in scope and reflect the opinions of experienced showmen, the only customers for the product of Hollywood's world of make-believe.

The LAUREL AWARDS ballot has been designed to enable theatremen to choose their favorites from among films and personalities which have been separated by the LAUREL editorial staff into truly competitive categories. Thus, comedies, dramas, musicals, etc., compete with other films of the same nature. Actors and actresses are nominated for performances in each category which are truly comparable. The unanswerable question of which is better, a perfect plum or a perfect peach, is not asked in LAUREL competition, where the "fruit" in each basket can be honestly compared.

## Top Foreign Features

By-products of the LAUREL AWARD ballot also provide notes of interest. The poll reveals that two-thirds of the nation's theatres play foreign-made films. As might be supposed, English films receive the greatest playoff, followed by entries from Italy and France.

Exhibitors voted Italy's "La Strada" as the best black-and-white feature from abroad, with "Rififi," a French contribution, a close second. The best color film was "The Ladykillers," English, followed by "Wee Geordie," also English. "Wee Geordie" also was voted the best boxoffice grosser in the foreign film category.

The poll makes it plain that exhibitors are more than willing to play any feature of quality.

## How The Distributors Rate

Exhibitors also were asked to rate all national distributors on their "fairness to customers," and this, too, provided some interesting statistics. The chart below (figure 1), weighted on the basis of three points for every first place vote, two points for second, and one point for third, is practically self-explanatory.

The question arises, "What constitutes fairness to customers?" An analysis of 20th-Fox's position in the industry provides some of the answers. President Spyros Skouras and his aides promised an expanded release schedule to a product-starved industry, and proceeded to make their pledge good with a steady flow of fine films. Sales manager Alex Harrison said his company was interested in helping the small exhibitor to stay in business and operate profitably. These were no empty words. His pledge was reflected in his company's sales policies. Exhibitor recognition of these acts accounts for the big Fox vote.

Universal, always a supplier of quality films in quantity for theatres, also found favor with theatremen. It is also interesting to note that Universal is probably the film company that has had fewer dealings with TV than any other.

MGM, long the leader in such polls of exhibitors, dropped to third place, probably as a result of internal corporate strife and the resulting dissipation of energies that would have better been put toward production. The fact that the company placed so high despite the lack of boxoffice hits to any degree evidences the faith of exhibitors that sound leadership will bring the company back to a position of industry eminence.

Further analysis of this section of the poll reveals that 20th-Fox, far out in front as can be seen by the chart below, also led in the relationship of "first three" votes to their total vote. More than 83 per cent of exhibitors voting on the company's position placed it in one of the first three positions. The only other company whose "first three" tally included more than half its total votes was Universal with better than 60 per cent.

Let's chart these company batting averages, remembering that in each case the figure represents the percentage of votes in the first three as compared to the same company's total votes. Each percentage has nothing whatever to do with any other company's votes.

| | |
|---|---|
| 1. 20th Century-Fox | 83.5 |
| 2. Universal-International | 60.4 |
| 3. MGM | 44.2 |
| 4. Allied Artists | 37.7 |
| 5. Columbia | 37.4 |
| 6. United Artists | 29.3 |
| 7. Paramount | 27.2 |
| 8. Buena Vista | 24.4 |
| 9. Warner Brothers | 20.0 |
| 10. Republic | 17.8 |

It can be seen that a company like Allied Artists, which got fewer total votes than some of the others, fared better in terms of "fairness" when the ratio of favorable votes to total vote is considered.

*Editor's Note: See editorial page, this issue, for further comments.*

## The Wrap-Up

Above are some of the reasons why MOTION PICTURE EXHIBITOR's LAUREL AWARDS have continued to grow in importance over the past nine years. We on the editorial staff join exhibitors everywhere in congratulating these giants on the entertainment scene.

Through the efforts of such artists as are honored in these pages, and with the cooperation of the theatremen who took the time to record their votes, the theatre will continue to be the hub around which the rest of the entertainment world revolves.

| Figure 1 | First | Second | Third | Total |
|---|---|---|---|---|
| 1. 20th Century-Fox | 1440 | 78 | 104 | 1,622 |
| 2. Universal-International | 177 | 478 | 123 | 778 |
| 3. MGM | 264 | 302 | 51 | 617 |
| 4. Columbia | 237 | 316 | 13 | 566 |
| 5. Paramount | 204 | 156 | 35 | 395 |

## *1956-57 LAUREL AWARD WINNERS:*

## Topliner

# PRODUCER-DIRECTORS

1. CECIL B. DeMILLE

2. ALFRED HITCHCOCK

3. GEORGE STEVENS

4. MERVYN LEROY

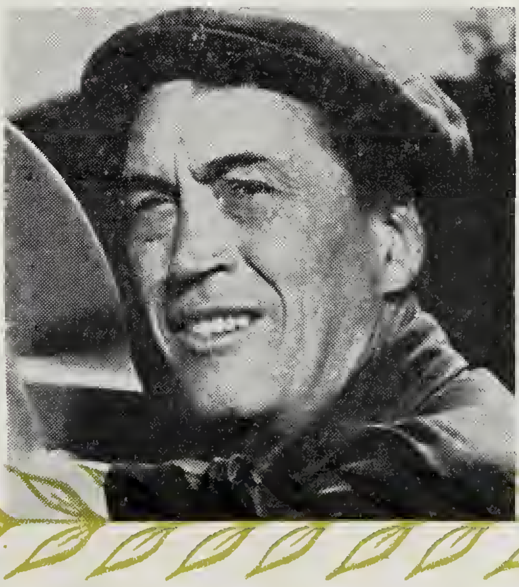
5. JOHN FORD-MERIAN C. COOPER

6. ELIA KAZAN

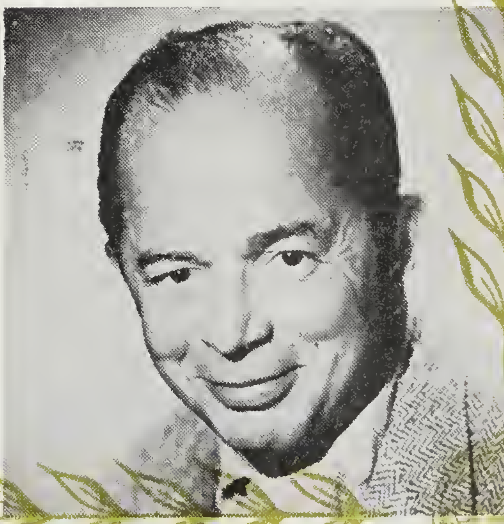
7. WILLIAM WYLER

8. OTTO PREMINGER

9. JOHN HUSTON



10. BILLY WILDER



## 1956-57 LAUREL AWARD WINNERS:

# Topliner
# PRODUCERS

1. WALT DISNEY

2. BUDDY ADLER

3. JOSEPH PASTERNAK

4. JERRY WALD

5. PANDRO S. BERMAN

6. JACK CUMMINGS

7. SAMUEL G. ENGEL

8. HAL B. WALLIS

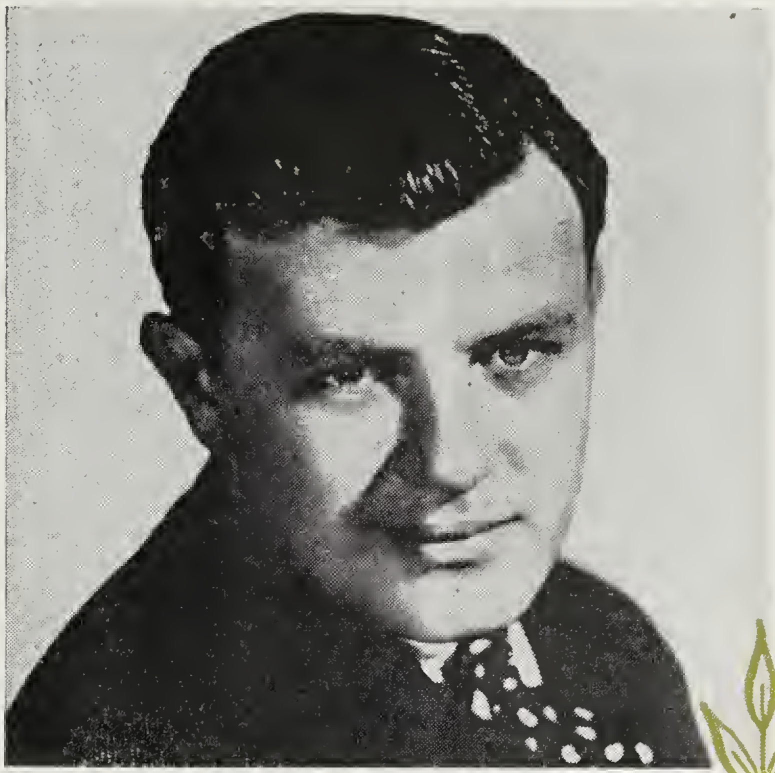
9. AARON ROSENBERG

10. HENRY BLANKE

## *1956-57 LAUREL AWARD WINNERS:*

# Topliner

# DIRECTORS



1. JOSEPH L. MANKIEWICZ

2. MICHAEL CURTIZ

3. WALTER LANG

4. FRED ZINNEMANN

5. GEORGE SIDNEY

6. EDWARD DMYTRYK

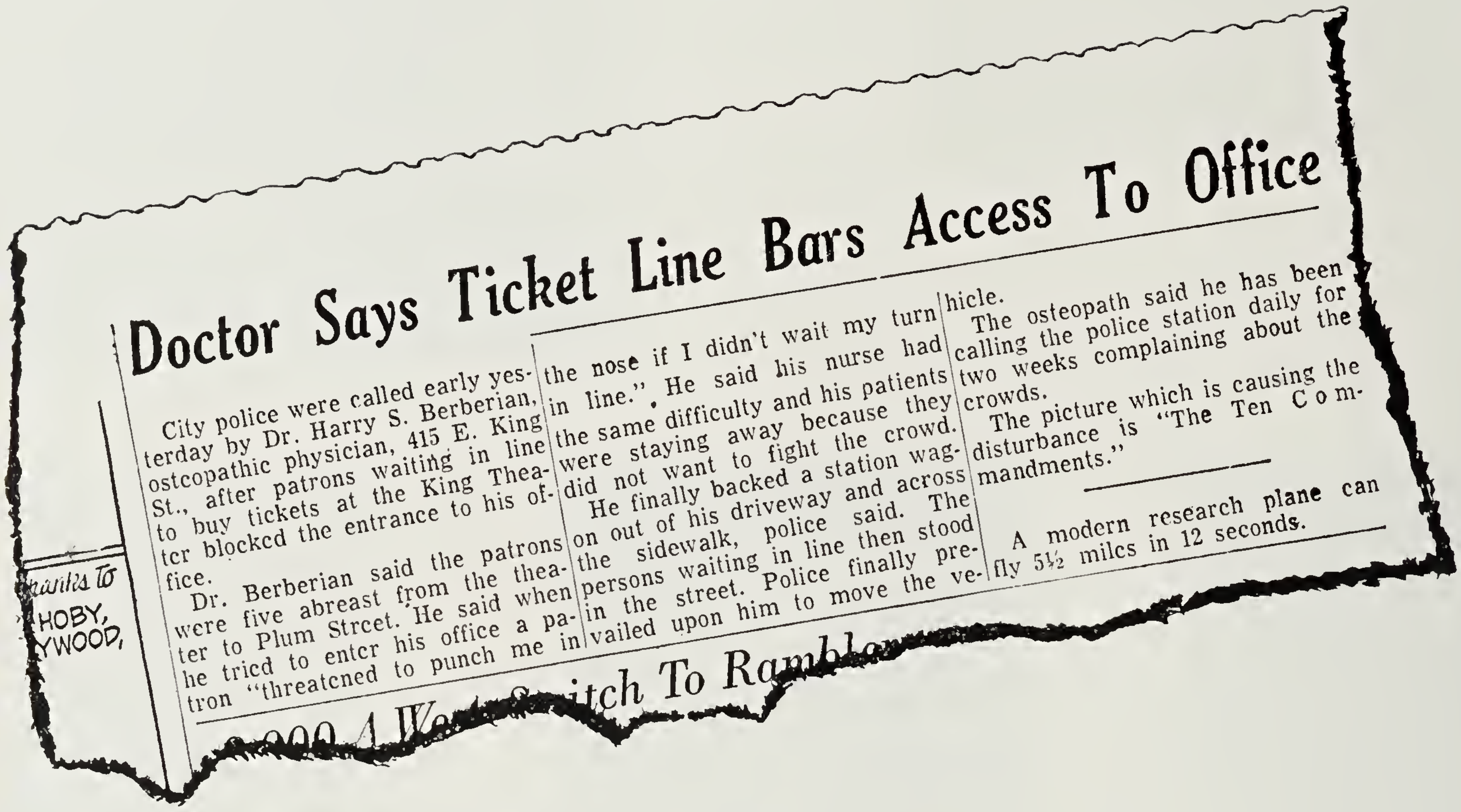
7. HENRY KOSTER

8. RICHARD BROOKS

9. ANTHONY MANN

10. NICHOLAS RAY

## In Lancaster, Pennsylvania:



### Doctor Says Ticket Line Bars Access To Office

City police were called early yesterday by Dr. Harry S. Berberian, osteopathic physician, 415 E. King St., after patrons waiting in line to buy tickets at the King Theater blocked the entrance to his office.

Dr. Berberian said the patrons were five abreast from the theater to Plum Street. He said when he tried to enter his office a patron "threatened to punch me in the nose if I didn't wait my turn in line." He said his nurse had the same difficulty and his patients were staying away because they did not want to fight the crowd.

He finally backed a station wagon out of his driveway and across the sidewalk, police said. The persons waiting in line then stood in the street. Police finally prevailed upon him to move the vehicle.

The osteopath said he has been calling the police station daily for two weeks complaining about the crowds.

The picture which is causing the disturbance is "The Ten Commandments."

A modern research plane can fly 5½ miles in 12 seconds.

hanks to
HOBY,
YWOOD,

itch To Ramb

With appreciation to the Exhibitors of America
for the Ninth consecutive Laurel Award.

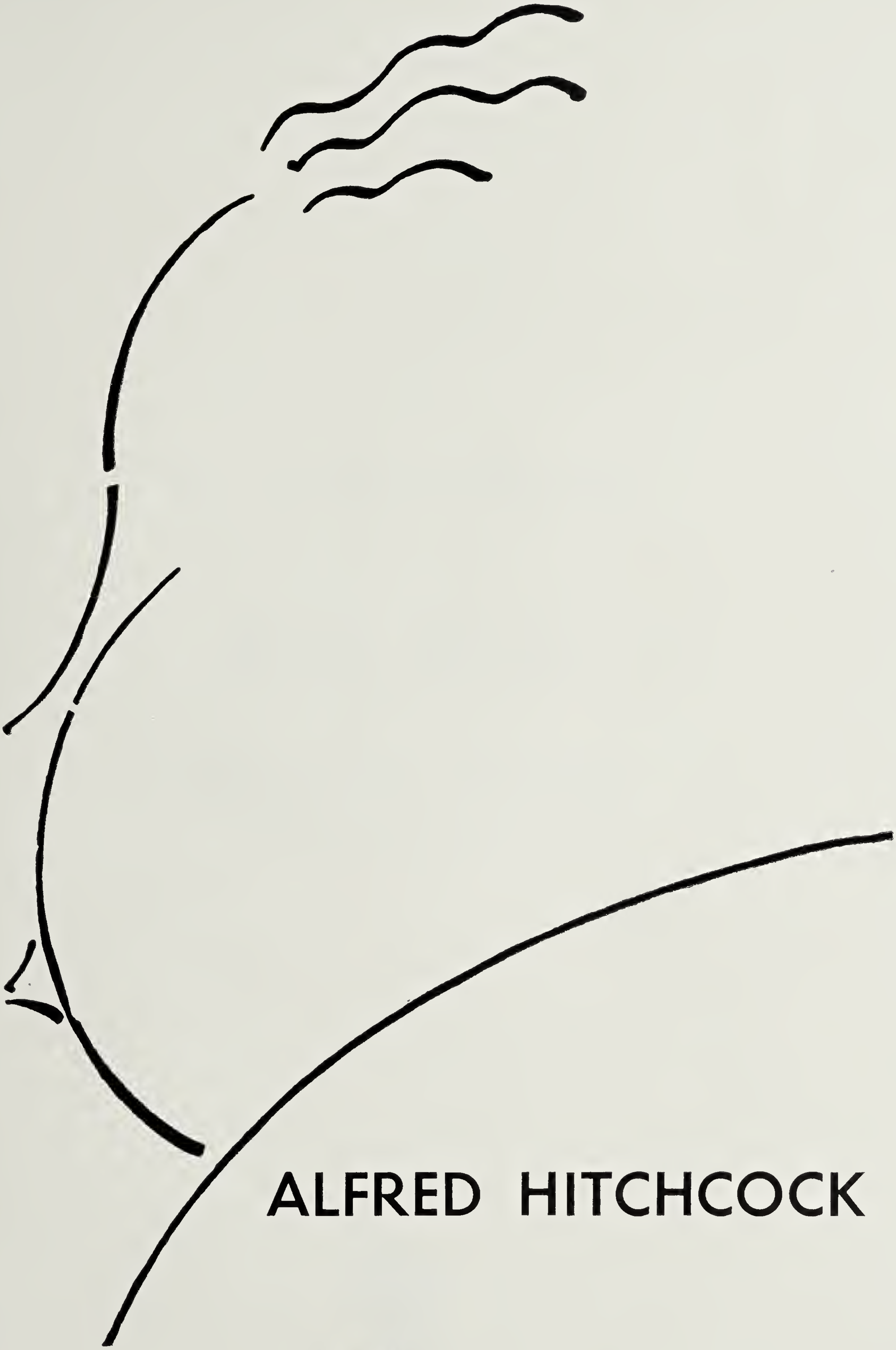
Cecil B. deMille.

**JOSEPH L. MANKIEWICZ**

*Sincere thanks,*

Walt Disney

NUMBER ONE PRODUCER OF MOTION PICTURES



# ALFRED HITCHCOCK

NUMBER TWO PRODUCER-DIRECTOR OF THE MOTION PICTURE INDUSTRY

# BUDDY ADLER

TOP TEN PRODUCER
"ANASTASIA"
LAUREL AWARD DRAMA

my sincere thanks,

**WILLIAM WYLER**
PRODUCER-DIRECTOR

BEST FOR GENERAL ENTERTAINMENT
"FRIENDLY PERSUASION"
— ALLIED ARTISTS —

Sincerely,

**JOSEPH PASTERNAK**

"'TOP TEN" PRODUCER

LAUREL AWARD FEATURE
"MEET ME IN LAS VEGAS"

SINCERELY,

**GEORGE SIDNEY**

★ "JEANNE EAGELS"

★ "PAL JOEY"

★ COMING "ANDERSONVILLE"

DIRECTED
"THE EDDY DUCHIN STORY"
LAUREL AWARD MUSICAL

Sincerely,

**PANDRO BERMAN**

"TOP TEN" PRODUCER

Sincerely,

**SAMUEL G. ENGEL**

SPG

"TOP TEN" PRODUCER

Sincerely,

**HENRY KOSTER**

"TOP TEN" DIRECTOR

# JACK CUMMINGS

**Produced:** "TEAHOUSE OF THE AUGUST MOON"

**In Preparation:** "PAINT YOUR WAGON"
"THE WILL ADAMS STORY"

"TEAHOUSE OF THE AUGUST MOON"
BEST FEATURE COMEDY

# CHARLES BRACKETT

PRODUCER

BEST MUSICAL
"THE KING AND I"

---

# WALTER LANG

DIRECTED
"THE KING AND I"
BEST MUSICAL

**Thank You,**

# RICHARD BROOKS

"TOP TEN" DIRECTOR

Sincerely,

# HENRY BLANKE

"TOP TEN" PRODUCER

my sincere thanks,

**AARON ROSENBERG**

METRO-GOLDWYN-MAYER

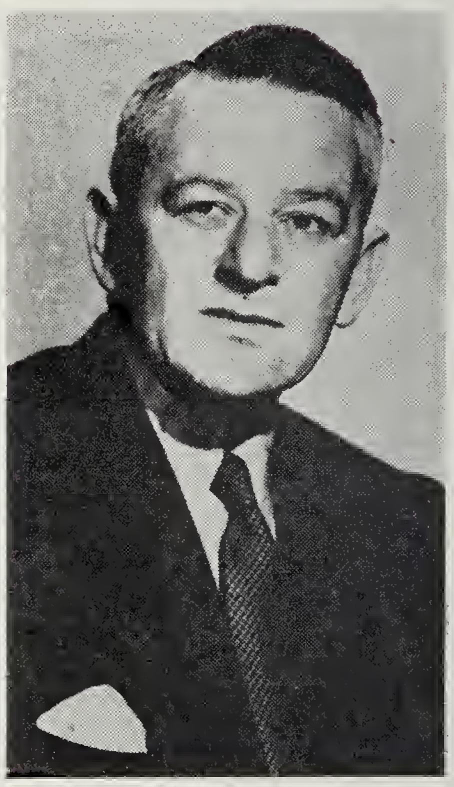
"TOP TEN" PRODUCER

*1956-57 LAUREL AWARD WINNERS:*

# Voted Best General Entertainment Feature

# WILLIAM WYLER'S

# "FRIENDLY PERSUASION"



WILLIAM WYLER

PRODUCTION:
William Wyler

DIRECTION:
William Wyler

COLOR:
De Luxe

STORY:
Jessamyn West

CAST:
Gary Cooper, Dorothy McGuire, Marjorie Main, Anthony Perkins, Richard Eyer, Phyllis Love, Robert Middleton, Mark Richman.

RELEASED BY:
Allied Artists

*1956-57 LAUREL AWARD WINNERS:*

## Special Merit Award

## CECIL B. De MILLE's

# "THE TEN COMMANDMENTS"

PRODUCTION:
Cecil B. De Mille (Photo at left)

Associate Producer:
Henry Wilcoxon

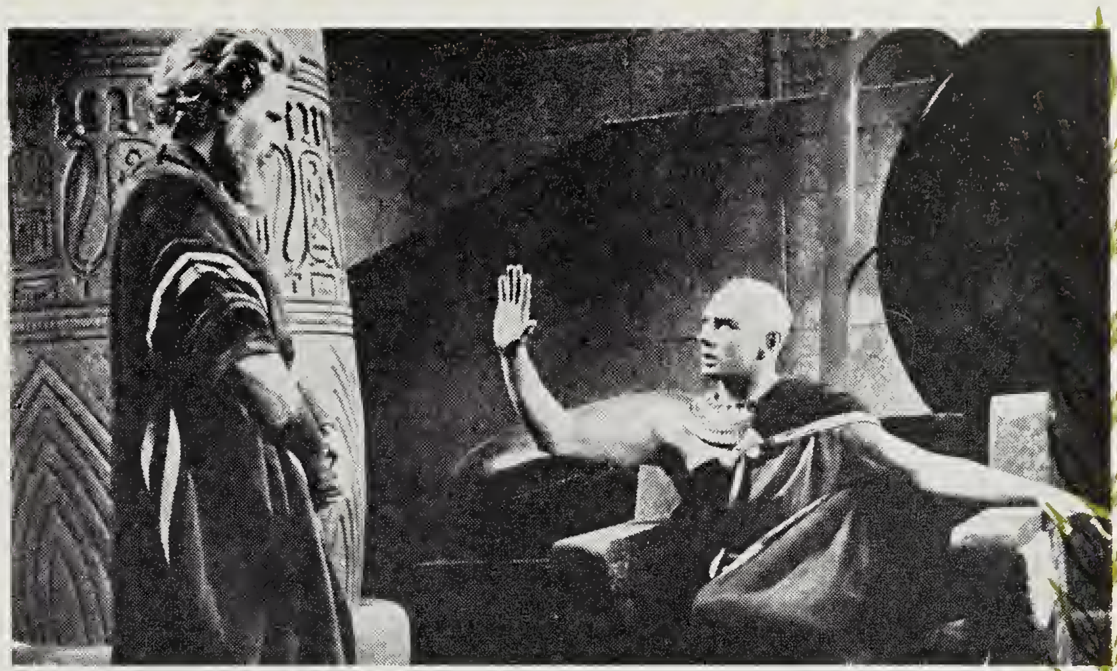
DIRECTION:
Cecil B. De Mille

PROCESS:
VistaVision

COLOR:
Technicolor

CAST:
Charlton Heston, Yul Brynner, Edward G. Robinson, Debra Paget, Anne Baxter, Yvonne De Carlo, John Derek, Nina Foch, Sir Cedric Hardwicke, Martha Scott, Vincent Price, Judith Anderson, John Carradine, Douglas Dumbrille, Henry Wilcoxon, Donald Curtis.

RELEASED BY:
Paramount



---

*1956-57 LAUREL AWARD WINNERS:*

## Special Merit Award

## MICHAEL TODD's

# "AROUND THE WORLD IN 80 DAYS"

PRODUCTION:
Michael Todd (Photo at left)

Associate Producer:
William Cameron Menzies

DIRECTION:
Michael Anderson

PROCESS:
Todd-AO

COLOR:
Eastman, Print By Technicolor

CAST:
David Niven, Cantinflas, Robert Newton, Shirley MacLaine, and bit parts performed by other stars.

RELEASED BY:
United Artists

## *1956-57 LAUREL AWARD WINNERS:*

# Voted Best Drama

# "GIANT"

**PRODUCTION:**
Henry Ginsberg and George Stevens (Photo at right)

**DIRECTION:**
George Stevens

**COLOR:**
WarnerColor

**CAST:**
Rock Hudson, Elizabeth Taylor, James Dean, Carroll Baker, Mercedes McCambridge, Jane Withers, Chill Wills, Sal Mineo, Judith Evelyn.

**RELEASED BY:**
Warner Brothers

---

## *1956-57 LAUREL AWARD WINNERS:*

# Voted Best Comedy

# "THE TEAHOUSE OF THE AUGUST MOON"

**PRODUCTION:**
Jack Cummings (Photo at right)

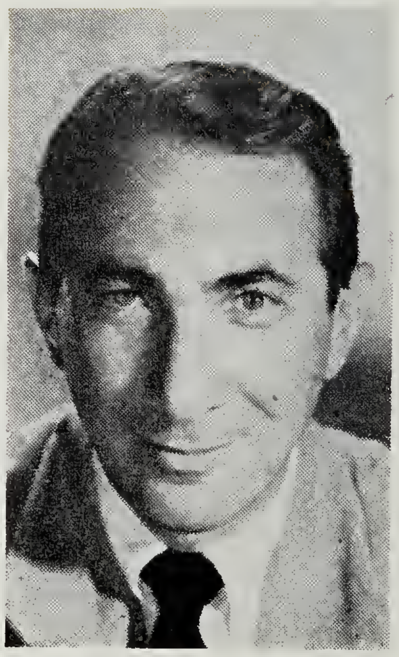
**DIRECTION:**
Daniel Mann

**PROCESS:**
CinemaScope

**COLOR:**
MetroColor

**CAST:**
Marlon Brando, Glenn Ford, Machiko Kyo, Eddie Albert, Paul Ford, Jun Negami, Nijiko Kiyokawa, Mitsuko Sawamura, Henry Morgan.

**RELEASED BY:**
MGM



## 1956-57 LAUREL AWARD WINNERS:

# Voted Best Musical

# "THE KING AND I"

**PRODUCTION:**
Charles Brackett (Photo at left)

**DIRECTION:**
Walter Lang

**PROCESS:**
CinemaScope 55

**COLOR:**
De Luxe

**CAST:**
Deborah Kerr, Yul Brynner, Rita Moreno, Martin Benson, Terry Saunders, Rex Thompson, Carlos Rivas, Patrick Adiarte, Alan Mowbray, Geoffrey Toone.

**RELEASED BY:**
20th Century-Fox

---

## 1956-57 LAUREL AWARD WINNERS:

# Voted Best Action Drama

# C. V. WHITNEY'S

# "THE SEARCHERS"

**PRODUCTION:**
Merian C. Cooper

**DIRECTION:**
John Ford

**PROCESS:**
VistaVision

**COLOR:**
Technicolor

**CAST:**
John Wayne, Jeffrey Hunter, Vera Miles, Ward Bond, Natalie Wood, John Qualen, Olive Carey, Henry Brandon, Ken Curtis, Harry Carey, Jr., Antonio Moreno, Hank Worden.

**RELEASED BY:**
Warner Brothers

## *1956-57 LAUREL AWARD WINNERS:*

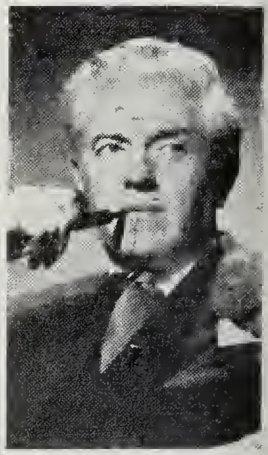
## Voted Best Drama No. 2

# "ANASTASIA"

PRODUCTION: Buddy Adler
DIRECTION: Anatole Litvak
PROCESS: CinemaScope
COLOR: De Luxe

RELEASED BY: 20th Century-Fox
CAST:
Ingrid Bergman, Yul Brynner, Helen Hayes, Martita Hunt, Akim Tamiroff, Felix Aylmer.

ADLER


LITVAK

## Voted Best Drama No. 3

# "TRAPEZE"

PRODUCTION: James Hill
DIRECTION: Sir Carol Reed
PROCESS: CinemaScope
COLOR: De Luxe

RELEASED BY: United Artists
CAST:
Burt Lancaster, Gina Lollobrigida, Tony Curtis, Katy Jurado, Thomas Gomez.

HILL

REED

## Voted Best Drama No. 4

# "WRITTEN ON THE WIND"

PRODUCTION: Albert Zugsmith
DIRECTION: Douglas Sirk
COLOR: Print By Technicolor
RELEASED BY: Universal

CAST:
Rock Hudson, Lauren Bacall, Robert Stack, Dorothy Malone, Robert Keith, Grant Williams, Robert J. Wilke, Edward G. Platt.

ZUGSMITH

SIRK

## Voted Best Drama No. 5

# "SOMEBODY UP THERE LIKES ME"

PRODUCTION: Charles Schnee
DIRECTION: Robert Wise
RELEASED BY: MGM

CAST:
Paul Newman, Pier Angeli, Everett Sloane, Eileen Heckert, Sal Mineo, Harold J. Stone.

SCHNEE

WISE

## 1956-57 LAUREL AWARD WINNERS:

# Voted Best Comedy No. 2

KOHLMAR

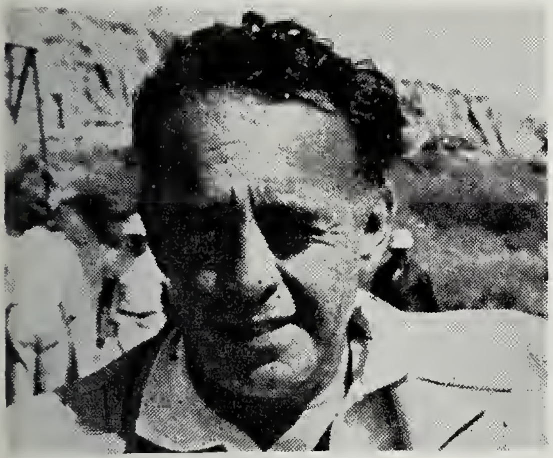
QUINE

## "THE SOLID GOLD CADILLAC"

PRODUCTION: Fred Kohlmar
DIRECTION: Richard Quine
RELEASED BY: Columbia

CAST:
Judy Holliday, Paul Douglas, Fred Clark, John Williams, Hiram Sherman, Neva Patterson.

# Voted Best Comedy No. 3


TASHLIN

## "THE GIRL CAN'T HELP IT"

PRODUCTION: Frank Tashlin
DIRECTION: Frank Tashlin
PROCESS: CinemaScope
COLOR: De Luxe
RELEASED BY: 20th Century-Fox

CAST:
Tom Ewell, Jayne Mansfield, Edmond O'Brien, Julie London, Ray Anthony, Barry Gordon, Henry Jones, John Emery, Juanita Moore, Fats Domino.

# Voted Best Comedy No. 4

GRAINGER

TAUROG

## "BUNDLE OF JOY"

PRODUCTION: Edmund Grainger
DIRECTION: Norman Taurog
COLOR: Technicolor
RELEASED BY: RKO

CAST:
Eddie Fisher, Debbie Reynolds, Adolph Menjou, Tommy Noonan, Nita Talbot, Una Merkel.

# Voted Best Comedy No. 5

WALLIS

TASHLIN

## "HOLLYWOOD OR BUST"

PRODUCTION: Hal B. Wallis
DIRECTION: Frank Tashlin
PROCESS: VistaVision
COLOR: Technicolor
RELEASED BY: Paramount

CAST:
Dean Martin, Jerry Lewis, Anita Ekberg, Pat Crowley, Maxie Rosenbloom, Willard Waterman, Jack McElroy, Mike Ross.

## 1956-57 LAUREL AWARD WINNERS:

## Voted Best Musical No. 2

# "THE EDDY DUCHIN STORY"

WALD

SIDNEY

PRODUCTION: Jerry Wald
DIRECTION: George Sidney
PROCESS: CinemaScope
COLOR: Technicolor
RELEASED BY: Columbia

CAST:
Tyrone Power, Kim Novak, Victoria Shaw, James Whitmore, Rex Thompson, Mickey Maga, Shepperd Strudwick, Frieda Inescourt, Gloria Holden.

## Voted Best Musical No. 3

# "HIGH SOCIETY"

SIEGEL

WALTERS

PRODUCTION: Sol C. Siegel
DIRECTION: Charles Walters
PROCESS: VistaVision
COLOR: Technicolor
RELEASED BY: MGM

CAST:
Frank Sinatra, Grace Kelly, Bing Crosby, Celeste Holm, John Lund, Louis Calhern, Sidney Blackmer, Louis Armstrong.

## Voted Best Musical No. 4

# "MEET ME IN LAS VEGAS"

PASTERNAK

ROWLAND

PRODUCTION: Joe Pasternak
DIRECTION: Roy Rowland
PROCESS: CinemaScope
COLOR: Eastman Color
RELEASED BY: MGM

CAST:
Dan Dailey, Cyd Charisse, Agnes Moorehead, Lili Darvas, Jim Backus, Oscar Karlweis, Liliane Montevecchi, Cara Williams, George Kerris, Betty Lynn.

## Voted Best Musical No. 5

# "CAROUSEL"

EPHRON

KING

PRODUCTION: Henry Ephron
DIRECTION: Henry King
PROCESS: CinemaScope 55
COLOR: De Luxe
RELEASED BY: 20th Century-Fox

CAST:
Gordon MacRae, Shirley Jones, Barbara Ruick, Claramae Turner, Cameron Mitchell, Robert Rounseville, Gene Lockhart, Audrey Christie.

## 1956-57 LAUREL AWARD WINNERS:

# Voted Best Action Drama No. 2

HUNTER

SIRK

## "BATTLE HYMN"

PRODUCTION: Ross Hunter
DIRECTION: Douglas Sirk
PROCESS: CinemaScope
COLOR: Technicolor
RELEASED BY: Universal-International

CAST:
Rock Hudson, Anna Kashfi, Dan Duryea, Don De Fore, Martha Hyer, Jock Mahoney, Alan Hale, James Edwards.

# Voted Best Action Drama No. 3

HARMON

MANN

## "MEN IN WAR"

PRODUCTION: Sidney Harmon
DIRECTION: Anthony Mann
RELEASED BY: United Artists

CAST:
Robert Ryan, Aldo Ray, Robert Keith, Philip Pine, Vic Morrow.

# Voted Best Action Drama No. 4

CHRISTIE

PEVNEY

## "AWAY ALL BOATS"

PRODUCTION: Howard Christie
DIRECTION: Joseph Pevney
PROCESS: VistaVision
COLOR: Technicolor
RELEASED BY: Universal-International

CAST:
Jeff Chandler, George Nader, Julie Adams, Lex Barker, Keith Andes, Richard Boone, William Reynolds, Charles McGraw, Jock Mahoney, John McIntire, Frank Faylen, Grant Williams.

# Voted Best Action Drama No. 5

FADIMAN

DAVES

## "JUBAL"

PRODUCTION: William Fadiman
DIRECTION: Delmer Daves
PROCESS: CinemaScope
COLOR: Technicolor
RELEASED BY: Columbia

CAST:
Glenn Ford, Ernest Borgnine, Valerie French, Felicia Farr, Basil Ruysdael, Noah Berry, Jr., Charles Bronson, John Dierkes.

# ANATOLE LITVAK

*—Director—*

"ANASTASIA"
LAUREL AWARD DRAMA

**Sincerely,**

**DANIEL MANN**
DIRECTOR

BEST FEATURE COMEDY
"TEAHOUSE OF THE AUGUST MOON"

## my sincere thanks,

## DOUGLAS SIRK

DIRECTOR

LAUREL AWARDS
"WRITTEN ON THE WIND"
"BATTLE HYMN"

Sincerely,

**FRED KOHLMAR**
PRODUCER

TOPLINER COMEDY FEATURE
"SOLID GOLD CADILLAC"

---

Sincere Thanks,

**ALFRED E. ZUGSMITH**
PRODUCER

TOPLINER DRAMATIC FEATURE
"WRITTEN ON THE WIND"

with appreciation,

**HOWARD CHRISTIE**
PRODUCER

LAUREL AWARD ACTION-DRAMA
"AWAY ALL BOATS"

# My sincere thanks,

## JOSEPH PEVNEY

DIRECTOR

☆ "Tammy and the Bachelor"

☆ "The Midnight Story"

☆ "Man of A Thousand Faces"

In Preparation: "Twilight For The Gods"

LAUREL AWARD
"AWAY ALL BOATS"
— U.I. —

Many thanks,

**DELMER DAVES**
DIRECTOR

"JUBAL"
LAUREL AWARD ACTION-DRAMA

# HENRY EPHRON

PRODUCER

LAUREL AWARD MUSICAL
"CAROUSEL"

Best Wishes
N★T
THE PLACE TO GO

**FOX WEST COAST THEATRES CORPORATION**
JOHN B. BERTERO, PRESIDENT
EDWIN F. ZABEL, GEN. MGR.

**FOX INTER-MOUNTAIN THEATRES, INC.**
FRANK H. RICKETSON, JR., PRESIDENT
ROBERT SELIG, DIV. MGR.

**FOX MIDWEST THEATRES, INC.**
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**FOX THEATRE, PHILADELPHIA**
WILLIAM MCCLAIR, MG. DIR.

NATIONAL
THEATRES,
INC.

ELMER C. RHODEN
PRESIDENT

## 1956-57 LAUREL AWARD WINNERS:

# Topliner FEMALE STARS

1. DORIS DAY

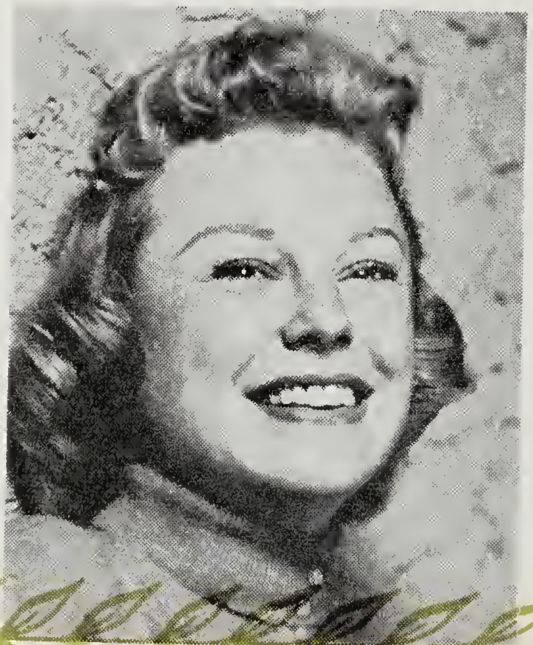
4. AUDREY HEPBURN

5. KIM NOVAK

6. DEBORAH KERR

10. ELEANOR PARKER

11. JUNE ALLYSON



12. JANE WYMAN

2. SUSAN HAYWARD

3. AVA GARDNER

7. ELIZABETH TAYLOR

8. CYD CHARISSE

9. MARILYN MONROE

13. DOROTHY MALONE

14. LAUREN BACALL

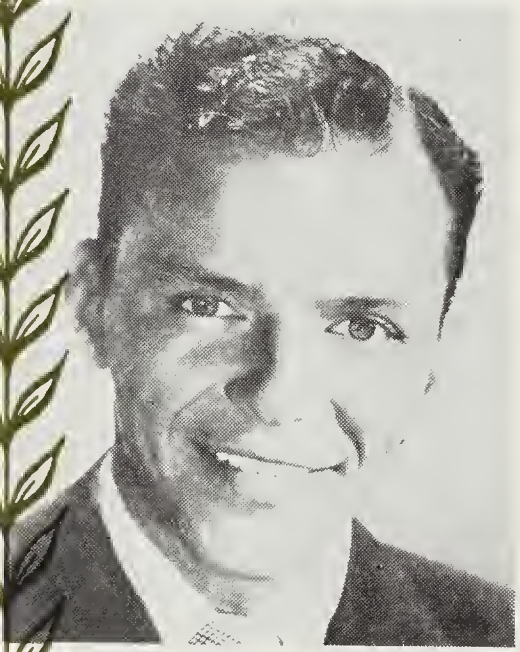
15. LANA TURNER

## *1956-57 LAUREL AWARD WINNERS:*

# Topliner

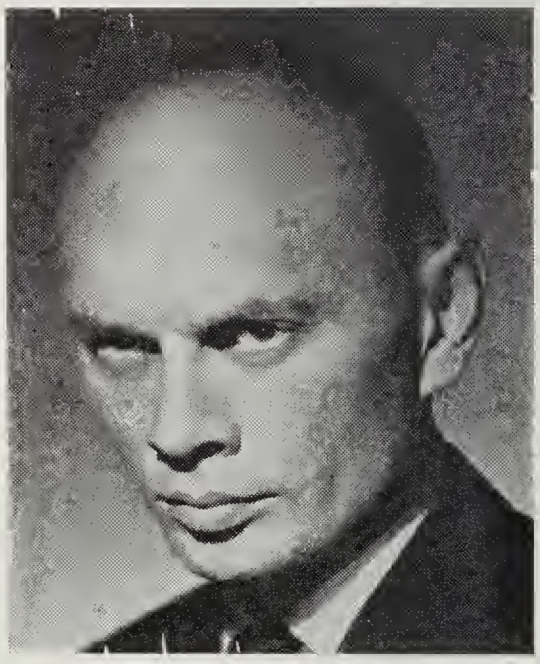
# MALE STARS

1. ROCK HUDSON



4. FRANK SINATRA

5. GARY COOPER



6. YUL BRYNNER

10. JEFF CHANDLER

11. BOB HOPE

12. MARLON BRANDO

2. JOHN WAYNE

3. JAMES STEWART

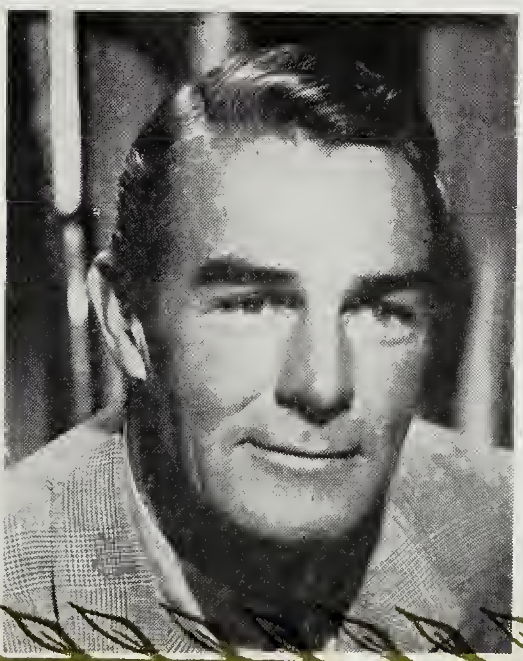
7. GREGORY PECK

8. BING CROSBY

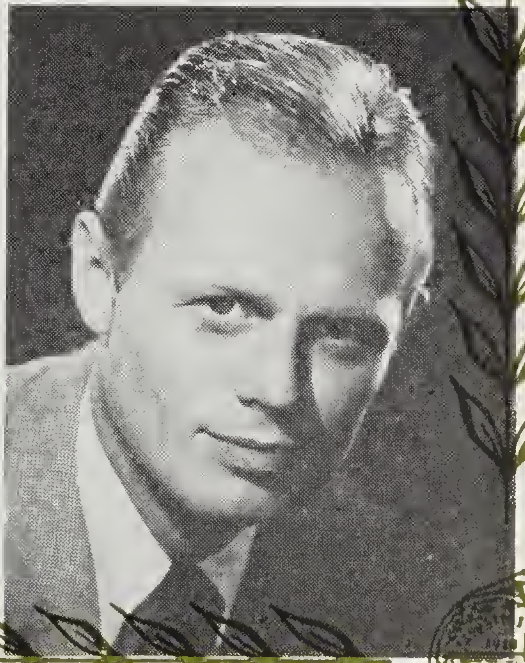
9. WILLIAM HOLDEN

13. RICHARD EGAN

14. RANDOLPH SCOTT



15. RICHARD WIDMARK



## *1956-57 LAUREL AWARD WINNERS:*

# Topliner FEMALE DRAMATIC PERFORMANCES

1. INGRID BERGMAN
"Anastasia"

2. DOROTHY McGUIRE
"Friendly Persuasion"

3. NANCY KELLY
"The Bad Seed"

4. JANE WYMAN
"Miracle In The Rain"

5. ANNE BAXTER
"The Ten Commandments"

## 1956-57 LAUREL AWARD WINNERS:

# Topliner MALE DRAMATIC PERFORMANCES

1. CHARLTON HESTON
"The Ten Commandments"

2. ROCK HUDSON
"Giant"

3. KIRK DOUGLAS
"Lust For Life"

4. PAUL NEWMAN
"Somebody Up There Likes Me"

5. KARL MALDEN
"Baby Doll"

## *1956-57 LAUREL AWARD WINNERS:*

# Topliner FEMALE COMEDY PERFORMANCES

1. JUDY HOLLIDAY
"The Solid Gold Cadillac"

2. MARILYN MONROE
"Bus Stop"

4. DOLORES GRAY
"The Opposite Sex"

3. AGNES MOOREHEAD
"Meet Me In Las Vegas"

5. MARTITA HUNT
"Anastasia"

# 1956-57 LAUREL AWARD WINNERS:

## Topliner MALE COMEDY PERFORMANCES

1. MARLON BRANDO
"The Teahouse Of The August Moon"

2. EDMOND O'BRIEN
"The Girl Can't Help It"

4. JACK LEMMON
"You Can't Run Away From It"

3. JERRY LEWIS
"Hollywood Or Bust"

5. TOM EWELL
"The Girl Can't Help It"

## *1956-57 LAUREL AWARD WINNERS:*

# Topliner

# FEMALE MUSICAL PERFORMANCES

1. CYD CHARISSE
"Meet Me In Las Vegas"

2. DEBORAH KERR
"The King And I"

3. SHIRLEY JONES
"Carousel"

4. JAYNE MANSFIELD
"The Girl Can't Help It"

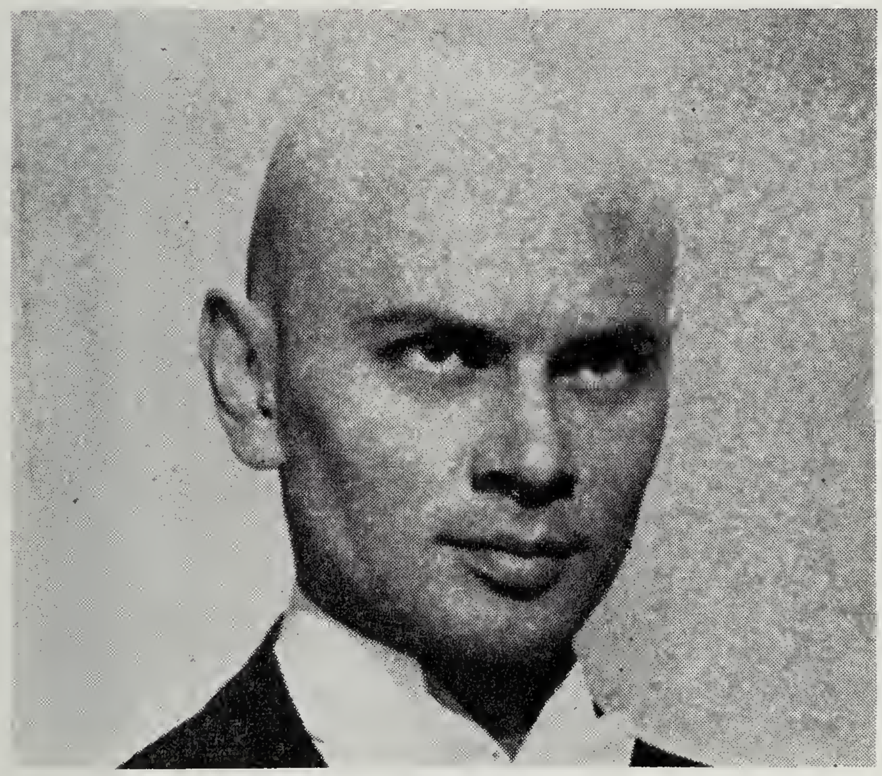
5. MITZI GAYNOR
"Anything Goes"

## 1956-57 LAUREL AWARD WINNERS:

# Topliner

## MALE MUSICAL PERFORMANCES

1. FRANK SINATRA
"High Society"



2. YUL BRYNNER
"The King And I"

3. GORDON MacRAE
"Carousel"

4. EDDIE FISHER
"Bundle Of Joy"

5. DEAN MARTIN
"Hollywood Or Bust"

## 1956-57 LAUREL AWARD WINNERS:

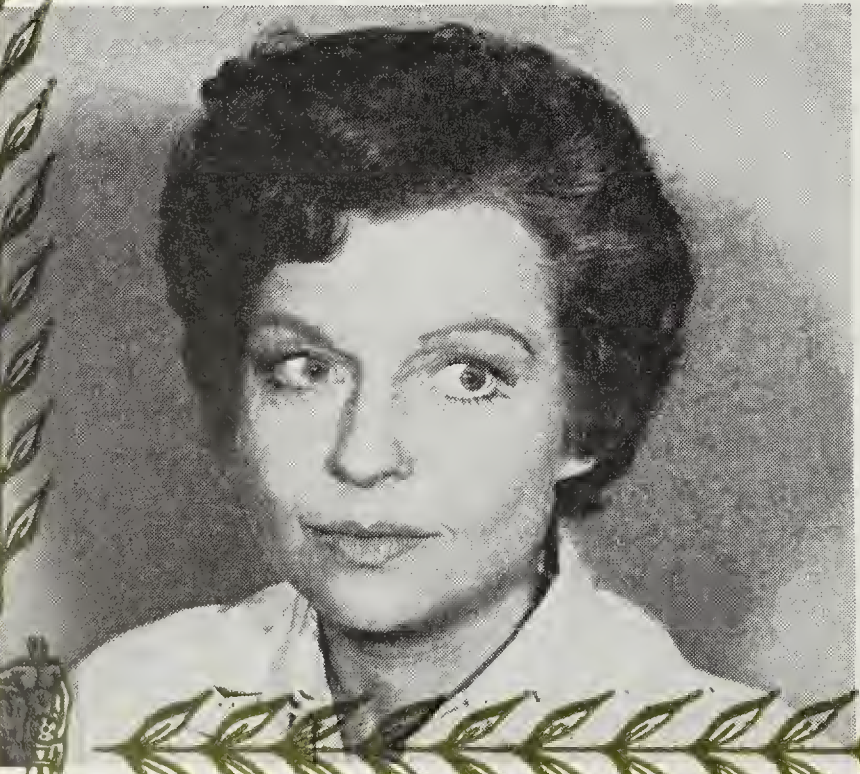
# Topliner FEMALE SUPPORTING PERFORMANCES

1. DOROTHY MALONE
"Written On The Wind"

2. MERCEDES McCAMBRIDGE
"Giant"

3. YVONNE DE CARLO
"The Ten Commandments"

4. BETTY FIELD
"Bus Stop"

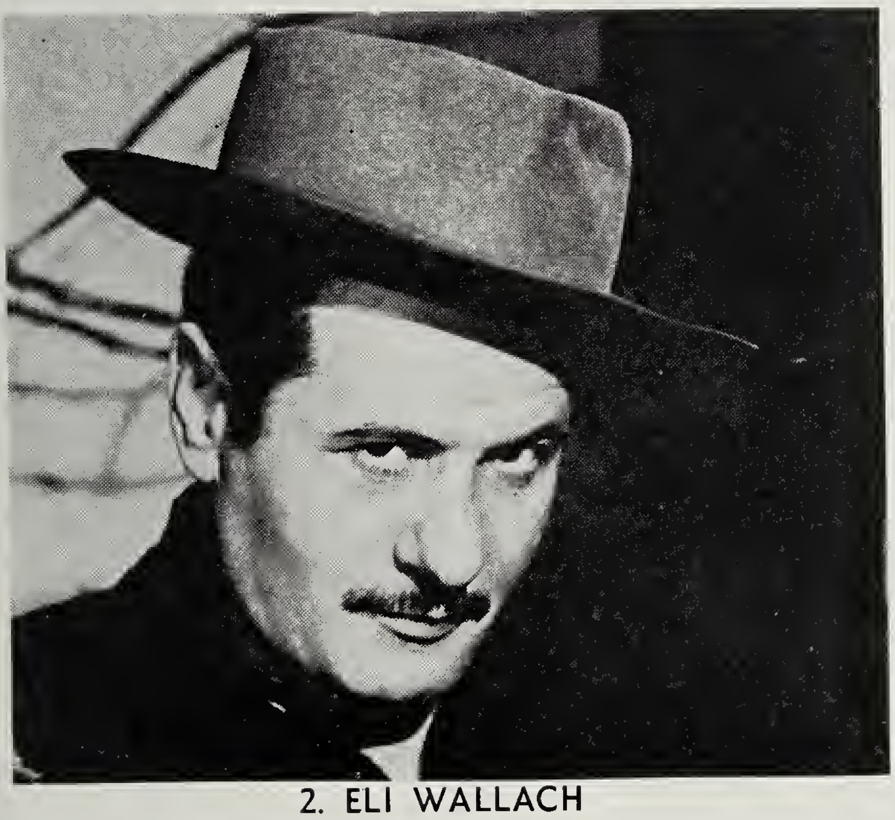


5. ANN HARDING
"The Man In The Gray Flannel Suit"

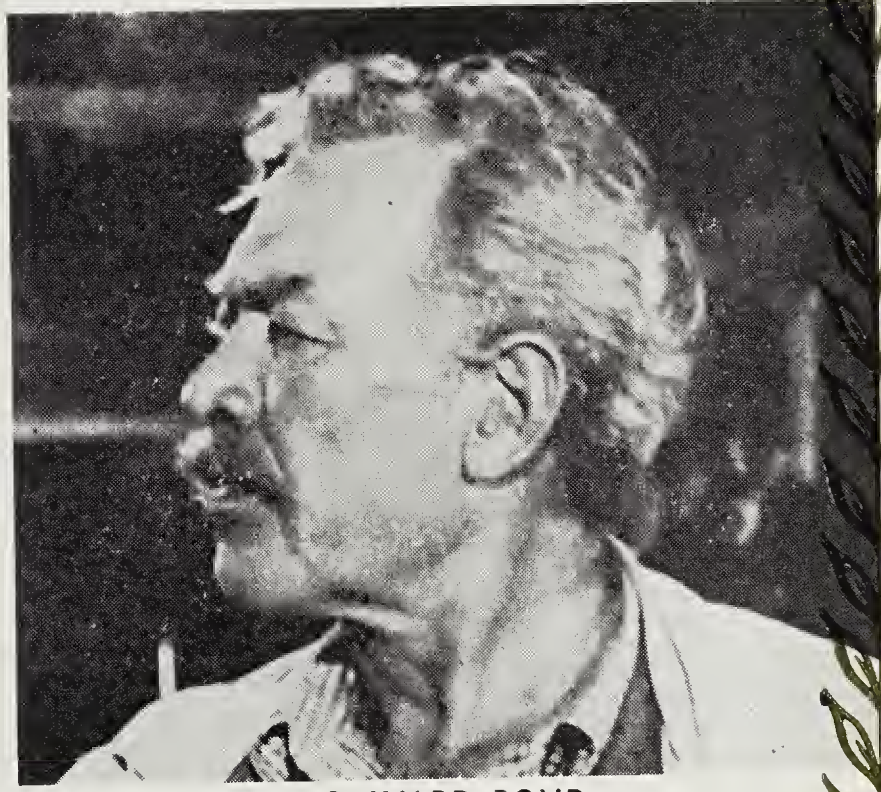
## 1956-57 LAUREL AWARD WINNERS:

# Topliner MALE SUPPORTING PERFORMANCES

1. ROBERT STACK
"Written On The Wind"



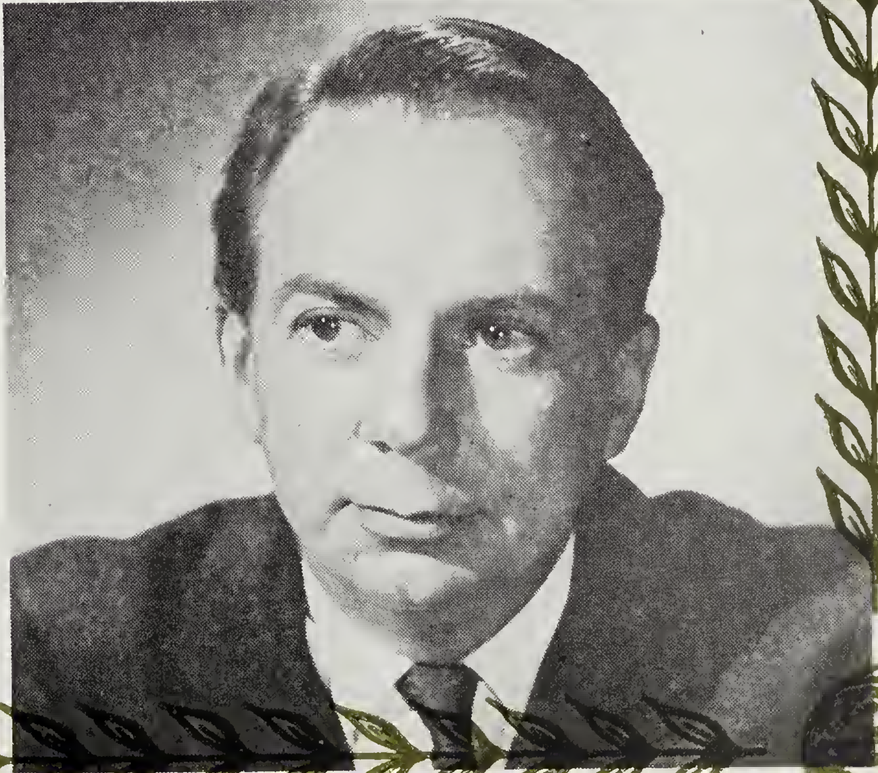
2. ELI WALLACH
"Baby Doll"



3. WARD BOND
"The Searchers"

4. DEWEY MARTIN
"The Proud And The Profane"

5. HENRY JONES
"The Bad Seed"



Sincerely,

**DORIS DAY**

NUMBER ONE FEMALE STAR

# ROCK HUDSON

NUMBER ONE MALE STAR

# FRANK SINATRA

TOP TEN STAR

BEST MUSICAL PERFORMANCE
"HIGH SOCIETY"

Sincerely,

**CHARLTON HESTON**

BEST DRAMATIC PERFORMANCE
BY AN ACTOR
"THE TEN COMMANDMENTS"

Dear Exhibitors:

Again—my thanks!

Sincerely,

*Dorothy Malone*

"TOP FIFTEEN" STAR

with thanks,

ROBERT STACK

BEST SUPPORTING ROLE
"WRITTEN ON THE WIND"

Dear Exhibitors:

Grateful thanks
for this Laurel Award.

**Sincerely,**

*Dorothy McGuire*

TOPLINER DRAMATIC ROLE
"FRIENDLY PERSUASION"
ALLIED ARTISTS

*Lauren Bacall*

"TOP FIFTEEN" STAR

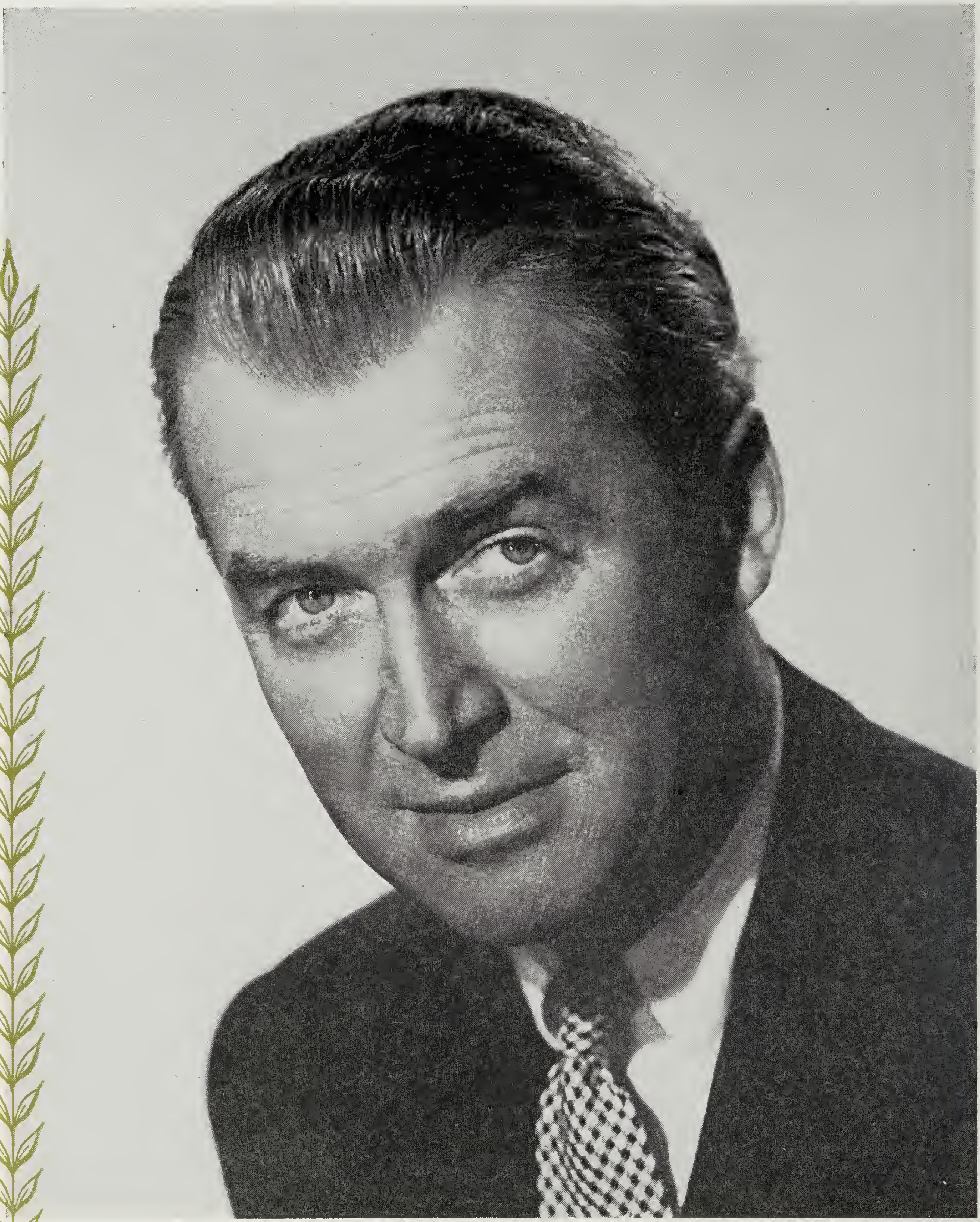
Sincerely,

*Eleanor Parker*

"TOP TEN" STAR

# JOHN WAYNE

"TOP TEN" STAR



JAMES STEWART

## Thanks,

## BING

"TOP TEN" STAR

# GREGORY PECK

"TOP TEN" STAR

Thanks Fellas!

# JEFF CHANDLER

"TOP TEN" STAR

my sincere thanks,

**KARL MALDEN**

"TOP FIVE" DRAMATIC ROLE
"BABY DOLL"

*My admiration to Mervyn LeRoy*
*for his brilliant motion picture*
*version of "The Bad Seed," and*
*my thanks to the exhibitors for*
*honoring me with this award.*

TOPLINER LAUREL AWARD
DRAMATIC PERFORMANCE
"THE BAD SEED"

Thanks again,

**BOB HOPE**

"TOP FIFTEEN" STAR

*Thank You*

*MR. EXHIBITOR*

# RANDOLPH SCOTT

## SCOTT-BROWN PRODUCTIONS

*(Randolph)* *(Harry-Joe)*

*12th Year*

*Columbia Release*

with sincere thanks,

**JERRY LEWIS**

LAUREL AWARD PERFORMANCE
"HOLLYWOOD OR BUST"

# RICHARD EGAN

"TOP FIFTEEN" STAR

Sincerely,

# RICHARD WIDMARK

"TOP FIFTEEN" STAR

Sincere thanks,

*Eli Wallach*

---

**MY SINCERE THANKS AND APPRECIATION FOR THIS NEW LAUREL AWARD.**

*Shirley Jones*

TOPLINER MUSICAL PERFORMANCE
"CAROUSEL"

WITH SINCERE THANKS,

**ALFRED NEWMAN**

GENERAL MUSIC DIRECTOR
20TH CENTURY-FOX STUDIOS

TOPLINER MUSIC MAN

---

With Thanks,

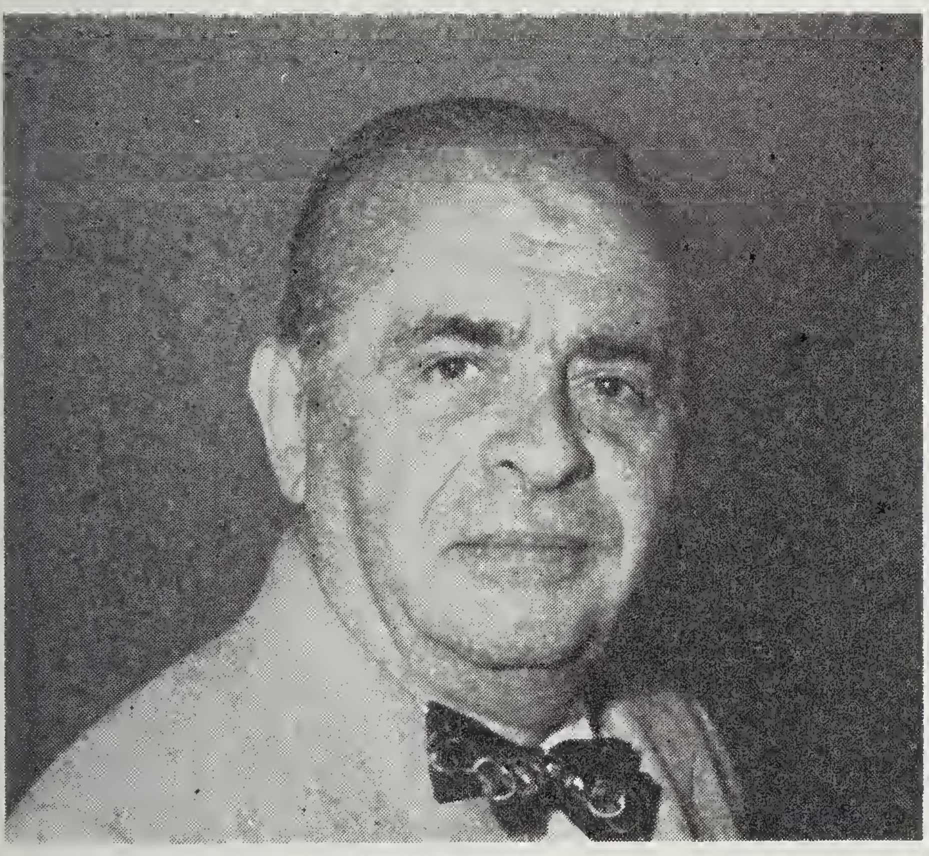
*Agnes Moorehead*

LAUREL AWARD PERFORMANCE
"MEET ME IN LAS VEGAS"

## 1956-57 LAUREL AWARD WINNERS:

# Topliner MUSICAL MEN

## MUSIC COMPOSERS



1. MAX STEINER

2. ALFRED NEWMAN

3. DIMITRI TIOMKIN

4. FRANZ WAXMAN

5. ALEX NORTH

PHOTO
NOT
AVAILABLE

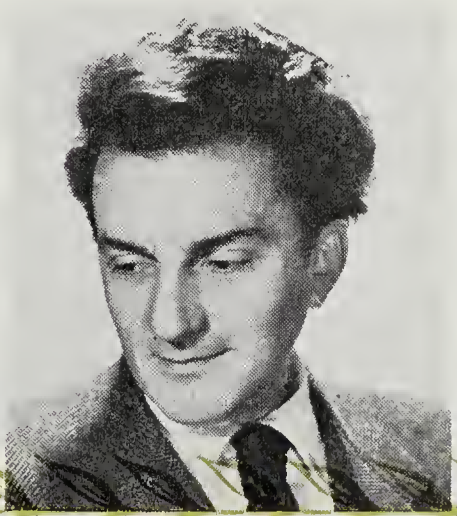
## MUSIC DIRECTORS

1. JOHNNY GREEN

2. RAY HEINDORF

3. MORRIS STOLOFF

4. GEORGIE STOLL



5. WALTER SCHARF

## *1956-57 LAUREL AWARD WINNERS:*

# Topliner FEMALE NEW PERSONALITIES

1. VERA MILES

2. CARROLL BAKER

3. JULIE LONDON

4. JAYNE MANSFIELD

5. MARTHA HYER

6. VICTORIA SHAW

7. FELICIA FARR

8. JANE GREER

9. VALERIE FRENCH

10. BETTY LOU KEIM

## 1956-57 LAUREL AWARD WINNERS:

# Topliner
# MALE
# NEW
# PERSONALITIES

1. ANTHONY PERKINS

2. DON MURRAY

3. ELVIS PRESLEY

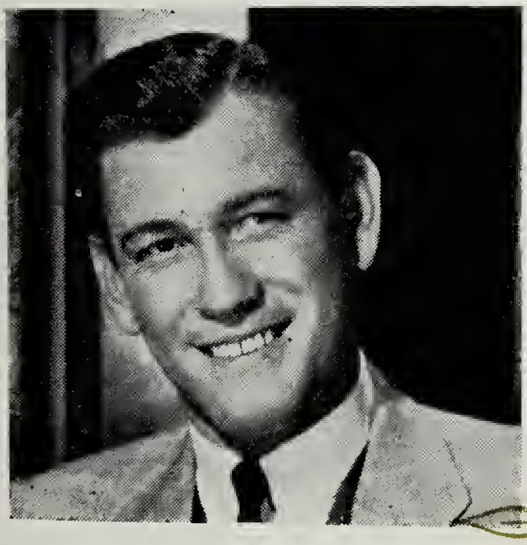
4. JOHN KERR

5. ELI WALLACH

6. EDDIE FISHER

7. SAL MINEO

8. EARL HOLLIMAN



9. CLIFF ROBERTSON

10. JOHN CASSAVETES

1956-57 LAUREL AWARD WINNER:

# Voted Sleeper Of The Year

## HERMAN KING's

# "THE BRAVE ONE"

PRODUCTION: Herman King
(Photo at right)

DIRECTION: Irving Rapper

PROCESS: CinemaScope

COLOR: Technicolor

CAST:
Michel Ray, Rodolfo Hoyes, Carlos Navarro, Joi Lansing, Fermin Rivera, George Trevino, Carlos Fernandez

RELEASED BY: RKO

---

## Motion Picture Exhibitor Laurel Award Nominations

MGM's

### "Silk Stockings"

starring
FRED ASTAIRE, CYD CHARISSE
co-starring
JANIS PAIGE
with
PETER LORRE, GEORGE TOBIAS, JULES MUNSHIN, JOSEPH BULOFF, WIM SONNAVELD
Produced by Arthur Freed. Directed by Rouben Mamoulian.
Screenplay by Leonard Gershe and Leonard Spigelglass.
Music and lyrics by Cole Porter.
A CinemaScope production. Color by Metrocolor

COLUMBIA's

### "3:10 To Yuma"

starring
GLENN FORD, VAN HEFLIN, FELICIA FARR

with
LEORA DANA, HENRY JONES, RICHARD JAECKEL

Produced by David Heilweil. Directed by Delmer Daves.
Screenplay by Halsted Welles, based on a story by Elmore Leonard.

WARNER BROTHERS'

### "Pajama Game"

starring
DORIS DAY
co-starring
JOHN RAITT, CAROL HANEY, EDDIE FOY, JR.
with
RETA SHAW, BARBARA NICHOLS
Produced and directed by George Abbott and Stanley Donen.
Screenplay by George Abbott and Richard Bissell, based on their play.
Music and lyrics by Richard Adler and Jerry Ross. Color by WarnerColor.

# TECHNICOLOR
## SALUTES THE
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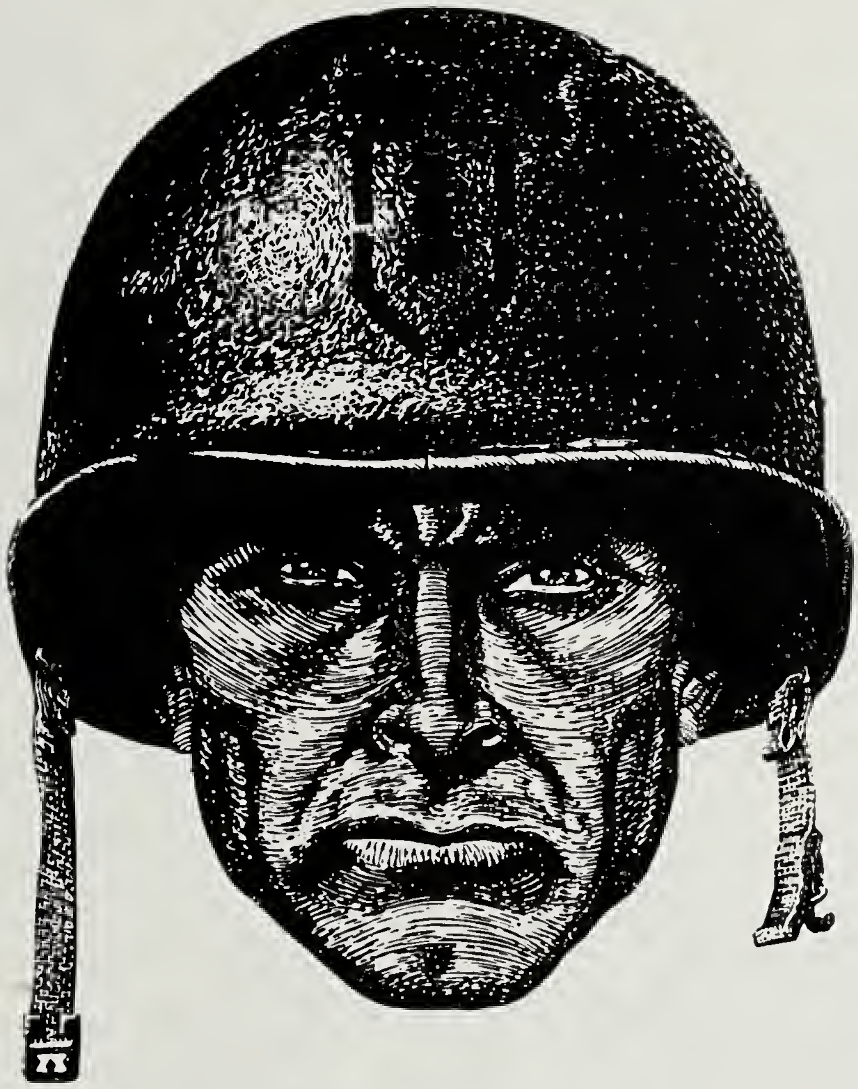

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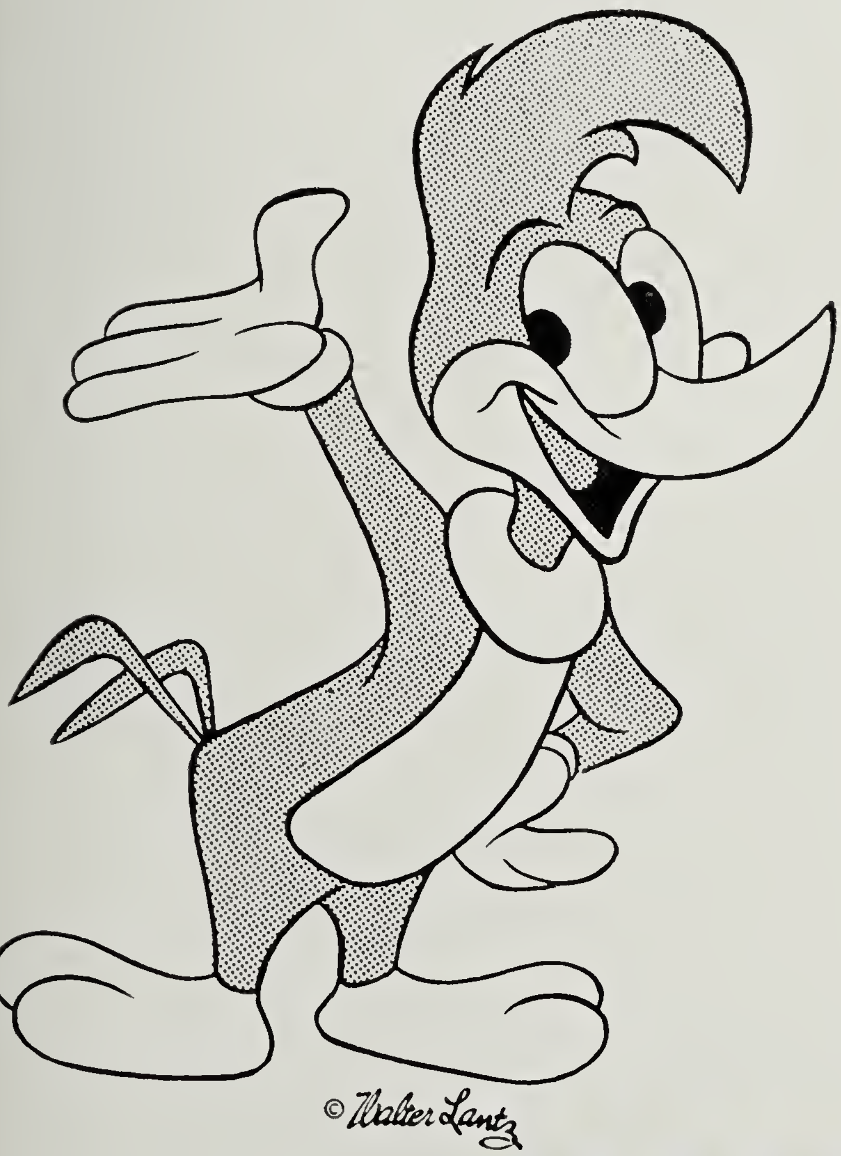

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TOPLINER NEW STAR PERFORMANCE
IN 20TH CENTURY-FOX' "TEENAGE REBEL"

**SECTION TWO • VOL. 58, No. 18**
**AUGUST 28, 1957**

This yellow paper Check-Up is published every second week, alternating with the pink paper Reviews of all features and short subjects, as a special section of MOTION PICTURE EXHIBITOR. Every issue of the Check-Up serves as a complete reference index to all feature motion pictures and short subjects reviewed during the past year, plus the features from all sources that are known to be nearing completion. Combined, the yellow and pink sections represent a unique informative service to theatremen, specially created and carefully maintained by the editors of—

MOTION PICTURE EXHIBITOR
246-48 N. Clarion St., Philadelphia 7, Pa.

# MOTION PICTURE EXHIBITOR SERVISECTION

***THE CHECK-UP of all features and short subjects reviewed during the preceding 12-month period***

## Allied Artists

ATTACK OF THE CRAB MONSTERS (5703)—MD—Richard Garland, Pamela Duncan—For the lower half—64m.—4-17-57—4313.

BLONDE SINNER (5635)—D—Diana Dors, Michael Craig—For the lower half—72m.—2-6-57—4285—(B).

CALLING HOMICIDE (5624)—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—9-19-56—4225.

CANYON RIVER (5620)—W—George Montgomery, Marcia Henderson—Okay western—80m.—11-14-56—4249—DC—CS.

CHAIN OF EVIDENCE (5701)—MD—Bill Elliott, James Lydon, Claudia Barrett—For the duallers—64m.—2-20-57—4289.

CRUEL TOWER, THE (5691)—MD—John Ericson, Marl Blanchard, Charles McGraw—Okay thriller for lower half—80m.—1-9-57—4273—(B).

DAUGHTER OF DR. JEKYLL (5710)—MD—John Agar, Gloria Talbott, Arthur Shields—Dull and pointless horror yarn—71m.—8-21-57—4365—(B).

DEATH IN SMALL DOSES (5729)—MD—Peter Graves, Mala Powers—Exciting meller to perk up the program—79m.—8-21-57—4365.

DESTINATION 60,000 (5715)—D—Preston Foster, Pat Conway, Jeff Donnell—For the lower half—65m.—4349.

DINO (5721)—D—Sal Mineo, Brian Keith, Susan Kohner—Interesting yarn on juvenile delinquency—96m.—4349.

DRAGOON WELLS MASSACRE (5709)—W—Barry Sullivan, Dennis O'Keeke, Mona Freeman—Good, large scale western—88m.—6-12-57—4337—DC—CS.

FIGHTING TROUBLE (5623)—C—Huntz Hall, Stanley Clements, Adele Jergens—Lower half filler—60m.—12-26-56—4265—(B).

FOOTSTEPS IN THE NIGHT (5708)—MD—Bill Elliott, Dan Haggerty, Eleanor Tanin—Okay lower half entry—62m.—4-3-57—4305.

FRIENDLY PERSUSION (5657)—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—10-3-56—4229—DC—CS.

HIGH TERRACE (5630)—MD—Dale Robertson, Lois Maxwell, Derek Bond—For the lower half—70m.—2-20-57—4289—English.

HOLD BACK THE NIGHT (5621)—MD—John Payne, Mona Freeman, Chuck Connors—Better than average programmer—80m.—9-5-56—4213.

HOLD THAT HYPNOTIST (5706)—C—Huntz Hall, Stanley Clements, Jane Nigh—Average Bowery Boys series entry—61m.—3-20-57—4301.

HOT SHOTS (5632)—C—Huntz Hall, Stanley Clements, Jol Lansing—Series average—61m.—2-20-57—4289.

LAST OF THE BADMEN (5705)—W—George Montgomery, Keith Larsen, Meg Randall—Good, suspenseful western—80m.—3-6-57—4297—DC—CS.

LET'S BE HAPPY (5707)—MU—Tony Martin, Vera Ellen, Robert Flemyng—Light and entertaining—93m.—6-12-57—4337—TC—CS—English.

LOVE IN THE AFTERNOON (5719)—C—Gary Cooper, Audrey Hepburn, Maurice Chevalier—Highly entertaining comedy should have wide appeal—125m.—6-12-57—4337—(B).

NAKED HILLS, THE (5605)—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—10-3-56—4229—PatheColor.

NOT OF THIS EARTH (5704)—MD—Paul Birch, Beverly Garland, Morgan Jones—Fair horror meller—67m.—4-17-57—4313.

OKLAHOMAN, THE (5712)—W—Joel McCrea, Barbara Hale, Gloria Talbott—Good western—80m.—6-26-57—4341—DC—CS.

ROSE BOWL STORY, THE—C—Marshall Thompson, Vera Miles, James Dobson—Reissue has angles—75m.—12-12-56—4261—Color—RE.

SCREAMING EAGLES (5610)—MD—Tom Tryon, Jan Merlin—Well-made war meller—81m.—9-5-56—4213.

STRANGE INTRUDER (5619)—MD—Edmund Purdom, Ida Lupino, Ann Harding—Good adult postwar meller—82m.—11-28-56—4257.

SUDDEN DANGER (5540)—MD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—1-11-57—4085.

THUNDERSTORM (5604)—D—Linda Christian, Carlos Thompson, Charles Korvin—Heavy love drama for lower half—81m.—9-5-56—4213—(B)—(Made In Spain).

YAQUI DRUMS (5625)—W—Rod Cameron, Mary Castle, J. Carrol Naish—Fair lower half western—71m.—9-19-56—4225.

YOUNG GUNS, THE (5623)—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—11-14-56—4249—(B).

### TO BE REVIEWED

AFFAIR IN HAVANA—John Cassavetes, Raymond Burr, Sara Shane.
AQUA DIVE GIRL (5718)—Mara Corday, Pat Conway.
BADGE OF MARSHAL BRENNAN (5713)—Jim Davis, Arleen Whelan.
BRIDE AND THE BEAST, THE—Lance Fuller, Charlotte Austin.
CALYPSO JOE—Herb Jeffries, Angie Dickinson—(B).
CYCLOPS—James Craig, Tom Drake, Lon Chaney, Gloria Talbott.
DISEMBODIED, THE (5720)—Paul Burke, Allison Hayes—(B).
FROM HELL IT CAME—Tod Andrews, Tina Carver.
HOT ROD RUMBLE (5717)—Leigh Snowden, Richard Hartunian, Brett Halsey.
HUNCHBACK OF PARIS (5725)—Gina Lollobrigida, Anthony Quinn—France—CS.
LOOKING FOR DANGER—Bowery Boys.
MAN FROM MONTEREY—Sterling Hayden, Pamela Duncan, Ted DeCorsia.
NAKED IN THE SUN—James Craig, Lita Milan, Barton MacLane—Color.
NEW DAY AT SUNDOWN—George Montgomery, Susan Cummings—Color—CS.
OREGON PASSAGE—John Ericson, Lola Albright—Color—CS.
PERSUADER, THE (5714)—William Talman, Kristine Miller, James Craig.
PORTLAND EXPOSE—Edward Binns, Virginia Gregg.
SPOOK CHASERS (5716)—Bowery Boys.
STORM OUT OF THE WEST (5702)—Dale Robertson, Brian Keith, Rossana Rory.
TALL STRANGER, THE—Joel McCrea, Virginia Mayo—Color—CS.

## American International

DRAGSTRIP GIRL—MD—Fay Spain, Steve Terrell—Programmer with teen-age appeal—70m.—6-26-57—4341.

FLESH AND THE SPUR—W—John Agar, Touch Connors, Marla English—Average western—80m.—3-6-57—4297—PatheColor.

IT CONQUERED THE WORLD—MD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—10-31-56—4245.

NAKED PARADISE—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supporting feature—71m.—2-20-57—4289—Color.

ROCK ALL NIGHT—MUMD—Dick Miller, Abby Dalton—Lower half filler—63m.—6-26-57—4341.

RUNAWAY DAUGHTERS—D—Marla English, John Litel, Anna Sten—For the lower half—88m.—11-14-56—4249—(B).

SHAKE, RATTLE AND ROCK—MU—Fats Domino, Lisa Gaye, Touch Connors—Exploitable programmer—77m.—11-14-56—4249.

SHE CREATURE, THE—MD—Chester Morris, Marla English, Tom Conway—Lower half filler—77m.—10-31-56—4245.

UNDEAD, THE—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly involved horror entry—71½m.—4-3-57—4305.

VOODOO WOMAN—MD—Marla English, Tom Conway, Touch Connors—Inferior lower half entry—75m.—4-3-57—4305.

### TO BE REVIEWED

AMAZING COLOSSAL MAN, THE—Glenn Langan, William Hudson.
CAT GIRL, THE—Lynn Tracey, Barbara Shelley, Robert Ayres.
I WAS A TEENAGE WEREWOLF—Michael London, Yvonne Lime, Tony Marshall.
INVASION OF THE SAUCER MEN—Steve Terrell, Gloria Castillo.
MOTORCYCLE GANG—Anne Neyland, Steve Terrell, John Ashley.
SORORITY GIRL—Susan Cabot, Barbara O'Neill, Dick Miller.
UNDERWATER GIRL—Mara Corday, Pat Conway.
VIKING WOMEN—Kipp Hamilton, Irish McCalla, Susan Cabot.

## Associated

FRONTIER GAMBLER—W—John Bromfield, Coleen Gray, Kent Taylor—Fair lower half filler—70m.—9-5-56—4214.

MAN BEAST—MD—Rock Madison, Virginia Maynor, Tom Maruzzi—For the lower half—62m.—2-20-57—4290.

NAKED GUN—W—Willard Parker, Mara Corday, Barton MacLane—Lower half western—69m.—4-3-57—4305.

## Astor

MEN OF SHERWOOD FOREST—MD—Don Taylor, Reginald Beckwith, Eileen Moore—Programmer has kiddie appeal—77m.—9-5-56—4214—EC—English.

## Buena Vista

BAMBI—CAR—Reissue is topflight disney—71m.—7-24-57—4357—TC—RE.

CINDERELLA—CAR—Reissue is topnotch Disney—74m.—1-9-57—4273—TC—RE.

IF ALL THE GUYS IN THE WORLD . . .—D—Andre Valmy, Jean Gaven, Marc Casset—Exciting import—95m.—5-1-57—4317—French—Titles.

## KEY

**Letters in parenthesis ( ) indicate Catholic Legion of Decency ratings where the picture is classified either objectionable in part for all (B) or condemned (C). Films without such a rating are either unobjectionable or unclassified by the Legion.**

Number in parenthesis ( ) following titles indicates production release number. Following running time is date and page of review.

Abbreviations following release number indicate type of picture:

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
NOV—Novelty
TRAV—Travelogue
W—Western

Other abbreviations indicate projection and color processes:

CS—CinemaScope
DC—DeLuxe Color
EC—Eastman Color
MC—MetroColor
NA—Naturama
RS—Regalscope
SS—SuperScope
TC—Technicolor
TE—Technirama
TR—Trucolor
VV—VistaVision
WC—WarnerColor

**All reissues, both features and shorts, are indicated by RE.**

JOHNNY TREMAIN—MD—Hal Stalmaster, Luana Patten, Jeff York—Family entry has colarful Revolutionary War background—80m.—5-15-57—4325—TC.

SECRETS OF LIFE—DOC—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—10-31-56—4241—TC—Part CS.

WESTWARD HO, THE WAGONS—W—Fess Parker, Kathleen Crowley, Jeff York—Attractive western, especially far younger set—90m.—12-26-56—4265—TC—CS.

YANG KWEI FEI—D—Japanese cast—For the art spots—92m.—10-31-56—4241—EC—Japanese—Titles.

TO BE REVIEWED

LIGHT IN THE FOREST, THE—Fess Parker, James MacArthur, Carol Lynley—TC—(Disney).

MISSOURI TRAVELER—Brandon DeWilde, Gary Merrill—TC—(Whitney).

OLD YELLER—Fess Parker, Jeff York, Dorothy McGuire—TC.

SLEEPING BEAUTY—Walt Disney—TC—TE.

YOUNG LAND, THE—Patrick Wayne, Patricia Craig, Dan O'Herlihy—TC.

## Columbia

ABANDON SHIP (139)—D—Tyrone Power, Mal Zetterling, Lloyd Nolan—Highly interesting drama—100m.—4-3-57—4306—English.

BEYOND MOMBASA (142)—D—Cornel Wilde, Donna Reed—Satisfactory programmer—90m.—5-29-57—4333—TC.

BURGLAR, THE (143)—MD—Dan Duryea, Jayne Mansfield, Martha Vickers—Mansfield name will help aver-involved program meller—90m.—5-1-57—4317—(B).

CALYPSO HEAT WAVE (147)—MU—Johnny Desmond, Merry Anders, Meg Myles—Plenty of appeal for youthful Calypso-maniacs—86m.—6-12-57—4337—(B).

CHA-CHA-CHA BOOM (114)—MU—Perez Prado and Orchestra, Mary Kaye Trio—Pleasant programmer—72m.—10-3-56—4229—(B).

DOMINO KID (215)—W—Rory Calhoun, Kristine Miller—Good western—74m.—8-21-57—4365—(B).

DON'T KNOCK THE ROCK (125)—MU—Bill Haley and Comets, Alan Dale, Patricia Hardy—For the rock 'n' roll addicts or as filler for the lawer half—80m.—12-26-56—4265.

FIRE DOWN BELOW (201)—D—Rita Hayworth, Robert Mitchum—Colorful, slightly off-beat drama benefits from top name values—116m.—5-29-57—4333—TC—CS—(B).

FULL OF LIFE (130)—C—Judy Holliday, Richard Conte, Salvadore Baccaloni—Highly enjayable entertainment—91m.—12-26-56—4265.

GAMMA PEOPLE, THE (111)—MD—Paul Douglas, Eva Bartok, Leslie Phillips—Mild Impon for lower half—79m.—9-19-56—4225—English.

GARMENT JUNGLE (144)—MD—Lee J. Cobb, Gia Scala—Taugh pro-union story is hard hitting melodrama; but will need push—88m.—5-1-57—4317.

GIANT CLAW, THE (146)—MD—Jeff Morrow, Mara Corday—Lower half filler—76m.—6-26-57—4341.

GUNS FOR FORT PETTICOAT, THE (131)—W—Audie Murphy, Kathryn Grant, Hope Emerson—Good action programmer—82m.—3-20-57—4301—TC.

HE LAUGHED LAST (105)—C—Frankie Laine, Lucy Marlow, Anthony Dexter—Okay programmer—77m.—10-3-56—4230—TC—(B).

HEART OF SHOW BUSINESS, THE (0199)—DOC—Produced and directed by Ralph Staub—Excellent story af Variety Clubs International—40m.—5-29-57—4333—TC.

HELLCATS OF THE NAVY (141)—D—Ronald Reagan, Nancy Davis, Arthur Franz—Okay programmer of submarine warfare—82m.—5-1-57—4317.

JEANNE EAGELS—204—D—Kim Novak, Jeff Chandler, Agnes Moorehead—Highly interesting, well-made biographical drama—109m.—7-24-57—4357—(B).

LAST MAN TO HANG, THE (117)—D—Tom Conway, Elizabeth Sellars, Freda Jackson—For the lower half—75m.—11-14-56—4250—English.

MAGNIFICENT SEVEN, THE—MD—Japanese cast—Very good entry for art and specialty spots—158m.—1-23-57—4277—Japanese—Titles—(B).

MAN WHO TURNED TO STONE, THE (134)—MD—Victor Jory, Ann Doran, Charlotte Austin—Average horror entry for the dualiers—71m.—2-20-57—4290—(B).

NIGHTFALL (127)—MD—Aldo Ray, Brian Keith, Anne Bancroft—Suspenseful meller should be welcame addition to the program—78m.—12-12-56—4261.

NIGHT THE WORLD EXPLODED, THE (145)—MD—Kathryn Grant, William Leslie—Science fiction meller for the duallers—64m.—6-26-57—4341.

NO TIME TO BE YOUNG (206)—MD—Robert Vaughn, Roger Smith, Dorothy Green—Ordinary dualler on delinquency theme—82m.—8-7-57—4361.

ODONGO (109)—MD—Rhonda Fleming, MacDonald Carey, Juma—Pleasing programmer—85m.—10-3-56—4230—TC—CS.

PAPA, MAMA, THE MAID, AND I—C—Robert Lamoureaux, Gaby Morlay—One of the better French farces for the art houses—94m.—10-31-56—French—Titles and Narration.

PHANTOM STAGECOACH, THE (137)—W—William Bishop, Kathleen Crowley, Richard Webb—Mediocre western for the duallers—69m.—4-13-57—4306.

PICKUP ALLEY (208)—MD—Victor Mature, Anita Ekberg, Trevor Howard—Fast meller should please action fans—92m.—8-7-57—4361—CS.

PORT AFRIQUE (113)—MD—Pier Angeli, Phil Carey, Dennis Price—Locale helps program meller—92m.—9-19-56—4224—TC—English.

REPRISAL (115)—MD—Guy Madison, Felicia Farr, Kathryn Grant—Interesting western meller—74m.—10-3-56—4230—TC.

RIDE THE HIGH IRON (128)—D—Don Taylor, Sally Forrest, Raymond Burr—Lower half entry—74m.—12-12-56—4261.

ROGUES OF SHERWOOD FOREST (1072)—D—John Derek, Diana Lynn, George Macready—Reissue is okay adventure programmer—80m.—10-31-56—4241—RE.

RUMBLE ON THE DOCKS (124)—D—James Darren, Laurie Carroll—Average meller of 'teen-age violence will appeal most to 'teen-age audiences—82m.—2-20-57—4290—(B).

SEVENTH CAVALRY, THE (121)—MD—Randolph Scott, Barbara Hale, Jay C. Flippin—Okay outdoor meller—75m.—10-31-56—4241—TC.

SHADOW ON THE WINDOW, THE (133)—MD—Phil Carey, Betty Garrett, John Barrymore, Jr.—Okay programmer—73m.—3-6-57—4297.

SIERRA STRANGER (140)—W—Howard Duff, Gloria McGhee, Dick Foran—Mediocre western—74m.—5-15-57—4325.

SILENT WORLD, THE (122)—DOC—High rating, underwater documentary—86m.—10-3-56—4230—TC—French—English Narration.

SPIN A DARK WEB (107)—MD—Faith Domerque, Lee Patterson, Rona Anderson—Lower half filler—76m.—10-3-56—4230—(B)—English.

STRANGE ONE, THE (138)—D—Ben Gazzara, Pat Hingle, Mark Richman—Filmization of play and novel is off-beat and interesting—97m.—4-3-57—4206—(B).

SUICIDE MISSION (123)—DOC—Leif Larsen—Lower half entry—70m.—11-14-56—4250—Filmed in Norway and Shetland Islands.

TALL T, THE (136)—W—Randolph Scott, Maureen O'Sullivan, Richard Boone—Good Scott entry should please western and action fans—78m.—4-3-57—4306—TC.

TEN TALL MEN (119)—MD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Reissue is good adventure yarn—97m.—10-31-56—4242—TC—RE.

3:10 TO YUMA (210)—W—Glenn Ford, Van Heflin, Felicia Farr—Well-made yarn has action and suspenseful drama—92m.—8-21-57—4365.

TOWN ON TRIAL (207)—MD—John Mills, Barbara Bates, Charles Coburn—For lower half 95m.—4349—English—(B).

TOREROI—DOC—Luis Procuna—Okay bullfight picture—75m .— 4349 — Mexican — English narration.

20 MILLION MILES TO EARTH (202)—MD—William Hopper, Joan Taylor—Mediocre science fiction feature for the duallers—82m.—6-12-57—4337.

27TH DAY, THE (203)—MD—Gene Barry, Valerie French—Good science fiction programmer—75m.—5-29-57—4333.

UTAH BLAINE (129)—W—Rory Calhoun, Susan Cummings, Angela Stevens—Average western fare far the duallers—75m.—1-23-57—4277.

WHITE SQUAW, THE (116)—W—David Brian, May Wynn, William Bishop—For the lower half—75m.—10-31-56—4242.

WICKED AS THEY COME (132)—MD—Arlene Dahl, Phil Carey, Herbert Marshall—Fair meller for the program—94m.—1-9-57—4273—(B)—English.

WOMAN OF THE RIVER (213)—D—Sophia Loren, Gerard Oury—Can go in either the art spots or regulation houses—92m.—8-21-57—4365—Italy-English dubbing—TC.

YOU CAN'T RUN AWAY FROM IT (118)—C—June Allyson, Jack Lemmon, Charles Bickford—Highly amusing comedy—95m.—10-17-56—4237—TC—CS—(B).

YOUNG DON'T CRY, THE—205—D—Sal Mineo, James Whitmore, J. Carrol Naish—Mineo should draw teenagers—89m.—7-24-27—4357.

ZARAK (126)—MD—Victor Mature, Michael Wilding, Anita Ekberg—Colorful actian packed adventure should have wide appeal—99m.—12-26-56—4266—TC—CS—(B).

ZOMBIES OF MORA TAU (135)—MD—Grega Palmer, Allison Hayes, Autumn Russell—Mild horror entry far the duallers—70m.—3-6-57—4297—(B).

TO BE REVIEWED

ADMIRABLE CRICHTON, THE—Kenneth More, Diane Cilento—English.

BITTER VICTORY—Richard Burton, Kurd Jurgens—CS.

BRIDGE ON THE RIVER KWAI, THE—William Holden, Alec Guinness—TC—CS.

BROTHERS RICO, THE—Richard Conte, Dianne Foster, James Darren.

BONJOUR TRISTESSE—David Niven, Deborah Kerr—Color—CS.

COWBOY—Glenn Ford, Jack Lemmon, Anna Kashfi—Calor.

DECISION AT SUNDOWN—Randolph Scott, Valerie French—TC.

ESCAPE FROM SAN QUENTIN—Johnny Desmond, Merry Anders, Peggy Maley.

GIDEON'S DAY—Jack Hawkins, Anna Lee—England.

GODDESS, The—Kim Stanley, Lloyd Bridges, Steve Hill.

GOLDEN VIRGIN, THE—Joan Crawford, Rosanne Brazzi—English—(B).

HARD MAN, THE—Guy Madison, Valerie French—TC.

HIGH FLIGHT—Ray Milland, Sean Kelley, Anthony Newley—TC—CS—English.

HOW TO MURDER A RICH UNCLE—Nigel Patrick, Charles Coburn, Wendy Hiller—English.

LONG HAUL, THE—Victor Mature, Diana Dors—English.

NIGHT OF THE DEMON—Dana Andrews, Peggy Cummins—English.

OPERATION MAD BALL—Jack Lemmon, Kathryn Grant, Mickey Rooney.

OTHER LIVES OF LYNN STUART, THE—Betsy Palmer, Jack Lord.

PAL JOEY—Rita Hayworth, Frank Sinatra, Kim Novak—TC—CS.

PARSON AND THE OUTLAW, THE—Anthony Dexter, Marie Windsor, Buddy Rogers (TC).

RESCUE AT SEA—Gary Merrill, Nancy Davis, Irene Hervey.

RETURN TO WARBOW—Phil Carey, William Leslie, Catherine McLeod—Color.

SEVENTH VOYAGE OF SINBAD, THE—Kerwin Mathews, Kathryn Grant—Color.

SHE PLAYED WITH FIRE—Jack Hawkins, Arlene Dahl, Dennis Price—English.

STELLA—William Holden, Sophia Loren, Trevor Howard.

THIS BITTER EARTH—Silvano Mangano, Richard Conte, Anthony Perkins—TE.

TIJUANA STORY, THE—Rodolfo Acosta, James Darren, Jean Willes.

TRIAL OF CAPTAIN BARRETT, THE—Edmond O'Brien, Mona Freeman.

## Continental

FRENCH THEY ARE A FUNNY RACE, THE—C—Jack Buchanan, Martine Carol, Noel-Noel—Not so hilarious satire for art spots—82m.—8-21-57—4366—English—French.

LOVE LOTTERY, THE—C—David Niven, Peggy Cummins, Anne Vernon—Lightweight English farce—89m.—2-20-57—4293—TC—English.

MAID IN PARIS—C—Dany Robin, Daniel Gelin, Tilda Thamar—Fair comedy for art spots—83m.—8-21-57—4366—English titles—French.

RAISING A RIOT—C—Kenneth More, Shelagh Frazer—Humorous import—90m.—8-21-57—4366—England—TC.

SECRETS OF THE REEF—DOC—Photographed, directed and edited by Lloyd Ritter, Robert Young and Murray Lerner—Intriguing entry of life under water—72m.—10-31-56—4245—EC.

SHIP THAT DIED OF SHAME, THE—D—Richard Attenborough, George Baker, Virginia McKenna—Interesting entry—91m.—9-5-56—4220—English.

SNOW WAS BLACK, THE—D—Daniel Gelin, Marie Mansart, Valentina Tessier—Well-made off-beat entry for art spots—105m.—11-28-56—French—Titles—(C).

## DCA

(Distributors Corporation Of America)

BABY AND THE BATTLESHIP, THE—C—John Mills, Richard Attenborough, Martyn Garrett—Fairly amusing British farce—96m.—4-3-57—4306—EC—English.

BATTLE HELL—MD—Richard Todd, William Hartnell, Akim Tamiraff—Excellent recreation of British naval exploit—110m.—5-15-57—4325—English.

BERMUDA AFFAIR—D—Kim Hunter, Gary Merrill, Ron Randell—Program material—88m.—6-26-57—4342—English.

COLDITZ STORY, THE—MD—John Mills, Eric Portman, Frederick Valk—Interesting English prisoners of war story—97m.—5-1-57—4318—English.

GOLD OF NAPLES—COMP—Toto, Sophia Loren, Vittorio DeSica, Silvano Mangano—Entertaining import for art sports—107m.—3-20-57—4301—(B)—Italian—Titles.

GREEN MAN, THE—C—Alastair Sim, George Cole, Jill Adams—Fair screwball comedy—80m.—6-26-57—4342—English—(B).

HALF HUMAN—MD—John Carradine—Horror entry for exploitation program—70m.—5-29-57—4333—Japanese; English narration and dialogue.

JOHN AND JULIE—C—Colin Gibson, Lesley Dudley—Light weight but charming adventures of children off to see Caronation—82m.—6-26-57—4342—EC—English.

MONSTER FROM GREEN HELL—MD—Jim Davis, Barbara Turner—Horror item for lower half—71m.—5-29-57—4334.

1,000 YEARS FROM NOW—MD—Robert Clarke, Margaret Field—Reissue of "Captive Women" should be exploitable—65m.—4-3-57—4307.

PRIVATE'S PROGRESS—C—Richard Attenborough, Dennis Price—Highly amusing import—96m.—9-5-56—4214—English.

ROCK, ROCK, ROCK—MU—Tuesday Weld, Alan Freed, Frankie Lyman—Picture with the beat, okay dualler—83m.—12-26-56—4266.

SCANDAL IN SORRENTO—C—Vittorio De Sica, Sophia Loren—Cute entry from abroad—92m.—4350—TC—CS—Italian; dubbed in English—(B).

WOMAN OF ROME—D—Gina Lollobrigida, Daniel Gelin, Franco Fabrizi—For the art spots or sexploitation houses—93m.—1-23-57—4277—(C)—Italian—Dubbed in English.

TO BE REVIEWED

EVERY SECOND COUNTS—Barbara Laage—(Subtitled)—(B).

HELL IN KOREA—Stanley Baker, George Baker—English.

LOSER TAKES ALL—Rosanno Brazzi, Glynis Johns—EC—CS—English—(B).

MILLER'S BEAUTIFUL WIFE, THE—Vittorio De Sica, Sophia Loren—TC—Titles—(C).

UNNATURAL—Hildegarde Neff, Eric Von Stroheim.

WIDOW, THE—Patricia Roc, Akim Tamiraff—English.

## MGM

**ACTION OF THE TIGER** (801)—MD—Van Johnson, Martine Corol—Confusing meller—98m.—8-21-57—4366—TC—CS—(B).

**BARRETTS OF WIMPOLE STREET, THE** (718)—MD—Jennifer Jones, John Gielgud, Bill Travers—Fine film version of classic—105m.—1-23-57—4277—MC—CS—English.

**BOOM TOWN** (704)—MD—Clork Gable, Spencer Tracy, Claudette Colbert—Reissue has the names and excitement—120m.—10-31-56—4242—RE.

**BOYS' TOWN** (716)—MD—Spencer Trocy, Mickey Rooney, Henry Hull—Reissue of top-notch family meller—96m.—1-23-57—4278—RE.

**BRIDE GOES WILD, THE** (732)—C—Von Johnson, June Allyson—Reissue of topnotch comedy—98m.—5-29-57—4334—RE.

**DECISION AGAINST TIME** (739)—D—Jock Howkins, Elizobeth Sellars—Tense, well-made English drama—87m.—4350—English.

**DESIGNING WOMAN** (724)—C—Gregory Peck, Lauren Bacall, Dolores Gray—Impressive comedy has angles—117m.—3-20-57—4301—MC—CS—(B).

**EDGE OF THE CITY** (714)—D—John Çassavetes, Sidney Poitier, Kothleen Maguire—Off-beat drama has merit and many angles—85m.—1-9-57—4273.

**GASLIGHT** (725)—MD—Charles Boyer, Ingrid Bergman, Joseph Cotten—Names will make the difference in this reissue—113m.—4-3-57—4307—RE.

**GREAT AMERICAN PASTIME, THE** (710)—CD—Tom Ewell, Anne Francis, Ann Miller—Fairly amusing entry—89m.—11-28-56—4257.

**GREEN DOLPHIN STREET** (715)—D—Lana Turner, Van Heflin, Donna Reed—Reissue has names to help—141m.—1-23-57—4278—RE.

**GUN GLORY** (740)—W—Stewart Granger, Rhonda Fleming—Interesting western for the program—89m.—4350—MC—CS.

**HAPPY ROAD, THE**—C—Gene Kelly, Barbara Laage, Bobby Clark, Brigitte Fossey—Fine family fare—100m.—2-6-57—4285.

**HOT SUMMER NIGHT** (719)—MD—Leslie Nielsen, Colleen Miller, Edward Andrews—Interesting program entry—86m.—2-6-57—4285.

**HOUSE OF NUMBERS**—D—Jock Palance, Borbara Lang, Harold J. Stone—Good program material—92m.—4350—CS—(B).

**IRON PETTICOAT, THE** (712)—C—Bob Hope, Katharine Hepburn, Noelle Middleton—Fairly amusing Hope entry—87m.—1-9-57—4274—TC—VV—(B).

**JULIE** (709)—MD—Doris Day, Louis Jourdan, Barry Sullivan—Good, suspense-filled entry—97m.—10-17-56—4237.

**LITTLE HUT, THE** (730)—C—Ava Gardner, Stewart Granger, David Niven—Sophisticated comedy has cast draw—90m.—5-15-57—4326—EC.

**LIVING IDOL, THE** (736)—D—Steve Forrest, Lilliane Montevecchi, James Robertson Justice—Colorful drama has angles—101m.—5-15-57—4326—EC—CS.

**LIZZIE** (722)—D—Eleanor Parker, Richard Baone, Joan Blondell—Psychological entry of a girl and her problems proves interesting—81m.—3-6-57—4298—(B).

**LUST FOR LIFE** (701)—D—Kirk Douglas, Anthony Quinn, Pamela Brown—Well-made entry for art, specialty and some class spots—122m.—9-19-56—4226—MC—CS.

**MAN ON FIRE** (735)—D—Bing Crosby, Inger Stevens, Mary Fickett—High rating drama—95m.—6-12-57—4338—(B).

**MARIE ANTOINETTE** (708)—D—Norma Shearer, Tyrone Power, John Barrymore—Reissue should have value as museum piece—149m.—11-14-56—4250—RE.

**MUTINY ON THE BOUNTY** (711)—MD—Charles Laughton, Clark Gable, Franchot Tone—Reissue should do okay as museum piece—133m.—12-12-56—4261—RE.

**OPPOSITE SEX, THE** (705)—C—June Allyson, Joan Collins, Leslie Nielsen—Loaded with entertainment values—117m.—9-19-56—4226—MC—CS—(B).

**OUR VINES HAVE TENDER GRAPES** (733)—D—Edward G. Robinson—105m.—5-29-57—4334—RE.

**POSTMAN ALWAYS RINGS TWICE, THE** (726)—MD—Lana Turner, John Garfield, Cecil Kellaway—Names will send reissue into high grosses—113m—4-3-57—4307—RE.

**POWER AND THE PRIZE, THE** (703)—D—Robert Taylor, Elisabeth Mueller, Burl Ives—Interesting drama introduces new female star—98m.—9-19-56—4226—CS.

**SEVENTH SIN, THE** (731)—D—Eleanor Parker, Bill Travers, George Sanders—Romantic drama offers much for femmes—94m.—5-29-57—4334—CS.

**SILK STOCKINGS** (737)—MU—Fred Astaire, Cyd Charisse, Janis Paige—High rating musical comedy—117m.—5-29-57—4334—MC—CS—(B).

**SLANDER** (717)—D—Van Johnson, Ann Blyth, Steve Cochran—Topical drama has powerful indictment of scandal magazines—81m.—12-26-56—4266.

**SOMETHING OF VALUE** (738)—MD—Rock Hudson, Dana Wynter, Sidney Poitier—Highly interesting adventure tale of modern Africa and its peoples—113m.—5-1-57—4318.

**TALE OF TWO CITIES, A** (707)—D—Ronald Colman, Elizabeth Allan, Reginald Owen—Reissue should have value as museum piece—128m.—11-14-56—4250—RE.

**TARZAN AND THE LOST SAFARI** (728)—MD—Gordon Scott, Robert Beatty, Yolande Donlan—New Tarzan entry will please fans—80m.—4-3-57—4307—TC—English.

**TEA AND SYMPATHY** (702)—D—Deborah Kerr, John Kerr, Leif Erickson—High rating drama—122m.—10-3-56—4231—MC—CS—(B).

**TEAHOUSE OF THE AUGUST MOON, THE** (713)—C—Marlon Brando, Glenn Ford, Machiko Kye—Highly amusing entry—123m.—10-31-56—4242—MC—CS.

**TEN THOUSAND BEDROOMS** (723)—C—Dean Martin, Anna Maria Alberghetti, Eva Bartok—Amusing entry has angles—114m.—2-20-57—4290—MC—CS.

**THIS COULD BE THE NIGHT** (729)—C—Jean Simmons, Paul Douglas, Anthony Franciosa—Delightful entertainment—103m.—4-17-57—4313—CS—(B).

**TIP ON A DEAD JOCKEY**—738—MD—Robert Taylor, Dorothy Malone, Gia Scala—Interesting meller has good name values—109m.—7-24-57—4357—CS.

**VINTAGE, THE** (727)—D—Pier Angeli, Mel Ferrer, John Kerr—High rating drama features excellent performances—90m.—3-20-57—4302—MC—CS.

**WINGS OF EAGLES, THE** (720)—D—John Wayne, Dan Dailey, Maureen O'Hara—High rating entry of men and the U. S. Navy—110m.—2-6-57—4285—MC.

### TO BE REVIEWED

**BROTHERS KARAMAZOV, THE**—Yul Brynner, Maria Schell, Lee J. Cobb—MC.
**DON'T GO NEAR THE WATER**—Glenn Ford, Gia Scala, Anne Francis—MC—CS.
**CRY TERROR**—James Mason, Rod Steiger, Angie Dickinson.
**HIRED GUN, THE**—Rory Calhoun, Anne Francis, Vince Edwards.
**GIGI**—Maurice Chevalier, Leslie Caron, Louis Jourdon.
**I ACCUSE**—Jose Ferrer, Viveca Lindfors, Anton Walbrook—English.
**INVISIBLE BOY, THE**—Richard Eyer, Philip Abbott, Diane Brewster.
**JAILHOUSE ROCK**—Elvis Presley, Judy Tyler.
**LES GIRLS**—Gene Kelly, Mitzi Goynor—Color—CS.
**MERRY ANDREW**—Danny Kaye, Pier Angeli—MC—CS.
**RAINTREE COUNTY**—Montgomery Clift, Elizabeth Taylor—Color—CS.
**SADDLE THE WIND**—Robert Taylor, John Cassavetes, Julie London.
**SEVEN HILLS OF ROME**—Mario Lonza, Marisa Allosio—Italian-made.
**UNTIL THEY SAIL**—Jeon Simmons, Joan Fontaine, Paul Newman.

## Paramount

**BEAU JAMES** (5612)—D—Bob Hope, Vera Miles, Paul Douglos, Alexis Smith—Latest Bob Hope entertains—105m.—6-12-57—4338—TC—VV—(B).

**BUSTER KEATON STORY, THE** (5609)—C—Donald O'Connor, Ann Blyth, Rhonda Fleming—Entertaining biographic film should have nostalgic appeal—91m.—4-17-57—4313—VV.

**DELICATE DELINGUENT, THE** (5613)—C—Jerry Lewis, Darren McGavin, Martha Hyer—Interesting Jerry Lewis entry—101m.—4350—VV.

**FEAR STRIKES OUT** (5607)—D—Anthony Perkins, Karl Malden, Norma Moore—Interesting drama—100m.—2-6-57—4286—VV.

**FOR WHOM THE BELL TOLLS** (5614)—D—Gary Cooper, Ingrid Bergman, Akim Tamlroff—Reissue of one of the industry's great films—130m.—5-15-57—4326—TC—RE.

**FUNNY FACE** (5608)—MU—Audrey Hepburn, Fred Astoire, Kay Thompson—Highly entertaining musical—103m.—2-20-47—4291—TC-VV.

**GUNFIGHT AT THE OK CORRAL** (5610)—MD—Burt Lancaster, Kirk Douglas, Rhonda Fleming—Super western rates high—122m.—5-15-57—4326—TC—VV.

**HOLLYWOOD OR BUST** (5605)—C—Dean Martin, Jerry Lewis, Anita Eckberg—Average Martin and Lewis—95m.—12-12-56—4262—TC—VV—(B).

**LONELY MAN, THE** (5611)—D—Jack Palance, Anthony Perkins, Elaine Aiken—Outdoor action yarn is good program entry—87m.—5-15-57—4326—VV.

**LOVING YOU** (5616)—D—Elvis Presley, Lisobeth Scott, Wendell Corey—Elvis Presley rides high on the hawg—101m.—4350—TC—VV—(B).

**LUCY GALLANT** (5504)—MD—Jane Wyman, Charlton Heston, Claire Trevor, Thelma Ritter—Interesting and well-made entry—104m.—10-19-56—4046—TC—VV.

**MOUNTAIN, THE** (5603)—D—Spencer Tracy, Robert Wagner, Claire Trevor—High rating suspense drama—105m.—10-3-56—4231—TC—VV.

**OMAR KHYYAM**—5615—D—Cornel Wilde, Debra Paget, Michoel Rennie—Colorful drama of days of old—101m.—8-7-57—4361—TC-VV.

**RAINMAKER, THE** (5606)—D—Burt Lancaster, Katherine Hepburn, Wendell Corey—High rating entry—121m.—1-9-57—4274—TC—VV—(B).

**SEARCH FOR BRIDEY MURPHY** (5602)—D—Teresa Wright, Louis Hayward, Nancy Gates—Exploitation item for the program—84m.—10-17-56—4237—VV—(B).

**TEN COMMANDMENTS, THE** (........)—D—Charlton Heston, Anne Baxter, Yul Brynner—One of the top entertainments of all time—219m.—10-17-56—4237—TC—VV.

**THREE VIOLENT PEOPLE** (5604)—W—Charlton Heston, Anne Baxter, Gilbert Roland—Okay western—100m.—12-26-56—4267—TC—VV.

**VAGABOND KING, THE** (5601)—MU—Kathryn Grayson, Oreste, Rita Moreno—Average film musical will need plenty af help—88m.—9-5-56—4215—TC—VV.

**WAR AND PEACE** (5625)—D—Audrey Hepburn, Henry Fonda, Mel Ferrer, Vittorio Gassman—Filmization of outstanding literary work rates high—190m.—9-5-56—4215—TC—VV.

### TO BE REVIEWED

**DESIRE UNDER THE ELMS**—Sophia Loren, Anthony Perkins, Burl Ives.
**DEVIL'S HAIRPIN**—Cornel Wilde, Jean Wolloce, Mory Astor—TC—VV.
**HEAR ME GOOD**—Hal March, Joe E. Ross, Merry Anders.
**HOT SPELL**—Shirley Booth, Anthony Quinn—VV.
**HOUSEBOAT**—Cory Grant, Sophia Loren, Martha Hyer—VV.
**JOKER IS WILD, THE**—Frank Sinatra, Mitzi Gaynor, Jeanne Crain—VV.
**MATCHMAKER, THE**—Anthony Perkins, Shirley Booth—VV.
**SAD SACK**—Jerry Lewis, David Wayne, Phyllis Kirk—TC—VV.
**SHORTCUT TO HELL**—Robert Ivers, Georgann Johnson, William Bishop—(B).
**SPANISH AFFAIR**—Carmen Sevilla, Richard Kiley—Color—VV.
**TEACHER'S PET**—Clark Goble, Doris Day, Gig Young—VV.
**TIN STAR, THE**—Henry Fondo, Anthony Perkins, Betsy Palmer—VV.
**WOMAN OBSESSED, A**—Anna Magnani, Anthony Quinn, Anthony Franciosa—VV.
**ZERO HOUR**—Dana Andrews, Linda Darnell, Sterling Hayden.

## Rank

**BLACK TENT, THE**—D—Anthony Steel, Donold Sinden, Anna Maria Sandri—Okay programmer—93m.—8-21-57—4366.

**GENTLE TOUCH, THE**—D—George Baker, Belinda Lee—Tale of nurse trainees is interesting and well-made—86m.—8-21-57—4366.

**OUT OF THE CLOUDS**—D—Anthony Steel, Robert Beotty, Marga Lorenz—Okay for program—80m.—4351—EC—English.

**REACH FOR THE SKY**—D—Kenneth More, Muriel Pavlaw—Initial release of new company is interesting tale of English air hero—123m.—5-1-57—4318—English.

**THIRD KEY, THE**—D—Jack Hawkins, John Stratton, Dorothy Alison—Well-made mystery yarn—83m.—4351—English.

**TOWN LIKE ALICE, A**—D—Virginia McKenna, Peter Finch—Highly interesting, different war story—107m.—8-21-57—4367.

**TRIPLE DECEPTION**—MD—Michael Craig, Julia Arnall, Barbara Bates—High rating English meller—85m.—6-26-57—4342—TV-VV—English.

**VALUE FOR MONEY**—C—John Gregson, Diana Dors, Susan Stephen—Amusing entry for art and specialty spots—93m.—8-7-57—4361—TC-VV—English—(B).

### TO BE REVIEWED

(All English-made)
**ALLIGATOR NAMED DAISY, AN**—Donald Sinden, Diana Dors, Jean Carson—TC—VV.
**AS LONG AS THEY'RE HAPPY**—Jack Buchanan—EC.
**CHECKPOINT**—Anthony Steel—EC—(B).
**JACQUELINE**—John Gregson.
**PURSUIT OF THE GRAF SPEE**—John Gregson—TC—VV.
**SPANISH GARDENER**—Dirk Bogarde—TC—VV.

## Republic

**ABOVE US THE WAVES** (5601)—MD—John Mills, John Gregson, Donald Sinden—Exciting English meller—92m.—1-9-57—4274—English.

**ACCUSED OF MURDER** (5603)—MD—David Brian, Vera Ralston, Sidney Blackmer—Adequate programmer—74m.—2-6-57—4286—TR—NA.

**AFFAIR IN RENO** (5607)—C—John Lund, Doris Singleton, John Archer—Average programmer—75m.—4-17-57—4314—NA—(B).

**BEGINNING OF THE END** (5660)—MD—Peggie Castle, Peter Graves—Science fiction entry should please horror fans—73m.—4351—(AB-PT).

**CIRCUS GIRL** (5606)—MD—Kristina Soderbaum—Lower half filler—88m.—9-5-56—4216—Color—Made Abroad.

**DANIEL BOONE, TRAIL BLAZER** (5513)—W—Bruce Bennett, Lon Chaney, Faron Young—Mediocre western for lower half—76m.—10-31-56—4243—TR.

**DUEL AT APACHE WELLS** (5606)—W—Anna Maria Alberghetti, Ben Cooper, Jim Davis—Lower half western—70m.—4-3-57—4307—NA.

**HELLS CROSSROADS** (5608)—W—Stephen McNally, Peggie Castle, Robert Vaughn—Better than average western—73m.—4-3-57—4307—NA—(B).

**JOURNEY TO FREEDOM**—MD—Jacques Scott, Jean Ann Lewis—Filler for lower half—60m.—4351.

MAN IN THE ROAD, THE (5610)—MD—Derek Farr, Ella Raines, Donald Wolfit—For the lower half—83m.—5-15-57—4327—English.

MAN IS ARMED, THE (5538)—MD—Dane Clark, William Talman, May Wynn—Okay dualler —70m.—3-20-57—4302.

PAWNEE—W—George Montgomery, Lola Albright—For lower half—80m.—8-7-57—4361—TR.

SCANDAL, INC. (5514)—MD—Robert Hutton, Patricia Wright, Paul Richards—Topical program meller can be exploited—79m.—11-28-56—4258.

SPOILERS OF THE FOREST (5609)—MD—Rod Cameron, Vera Ralston, Ray Collins—For the lower half—69m.—5-29-57—4334—TR—NA.

STRANGE ADVENTURE, A (5537)—MD—Joan Evans, Ben Cooper, Marla English—For the lower half—70m.—10-31-56—4243—(B).

TEARS FOR SIMON (5604)—MD—David Farrar, Julia Arnall, David Knight—Good suspenseful import—91m.—2-20-57—4291—EC—English.

THUNDER OVER ARIZONA (5511)—W—Skip Homeier, Kristine Miller—Okay supporting feature—75m.—9-5-56—4216—TR—NA.

UNEARTHLY, THE (5661)—MD—John Carradine, Allison Hayes—Mediocre horror entry 73m.—4351—(AB-PT).

WEAPON, THE (5611)—MD—Steve Cochran, Lizabeth Scatt, Herbert Marshall—Fast paced meller should please—80m.—6-26-57—4342—English.

WOMAN'S DEVOTION, A (5602)—D—Ralph Meeker, Janice Rule, Paul Henried—For the program—88m.—12-12-56—4262—TR.

### TO BE REVIEWED

CONGRESS DANCES, THE—Rudolf Prack, Johanna Matz—TC—CS—German.

CROOKED CIRCLE, THE—John Smith, Fay Spain, Steve Brodie.

IN OLD VIENNA—Heinz Roettinger, Robert Killick—TC—German.

LAST STAGECOACH WEST—Jim Davis, Mary Castle, Victor Jory—NA.

LAWLESS EIGHTIES, THE—Buster Crabbe, Marilyn Saris—NA.

HELL CANYON OUTLAWS—Dale Robertson, Rossana Rory, Brian Keith.

HELD ON SUSPICION—Phyllis Kirk, Dan O'Herlihy.

OPERATION CONSPIRACY—Philip Friend, Mary Mackenzie.

PANAMA SAL—Elena Verdugo, Edward Kemmer.

PLUNDERERS OF EL DORADO—Vera Ralston, Anthony George, George Macready.

RAIDERS OF CALIFORNIA—Jim Davis, Faron Young.

STREET OF DARKNESS—Robert Keys, John Close.

TAMING SUTTON'S GAL—John Lupton, Gloria Talbott—NA.

TIME IS MY ENEMY—Dennis Price, Renee Asherson, Susan Shaw.

WAYWARD GIRL, THE—Marcia Henderson, Peter Walker—NA.

WEST OF SUEZ—John Bentley, Vera Fosek.

YOUNG MOTHER—Mary Webster, William Campbell, Martha Scott—(AB-PT).

## 20th Century-Fox

ABDUCTORS, THE (726)—MD—Victor McLaglen, Gaven Muir, Fay Spain—For the lower half—B0m.—4352—RS.

AFFAIR TO REMEMBER, AN—727—D—Cary Grant, Deborah Kerr, Richard Denning—Highly entertaining entry should do very well—115m.—7-24-57—4357—DC—CS.

APACHE WARRIOR—731—W—Keith Larsen, Jim Davis, Eugenia Paul—Okay programmer —74m.—8-7-57—4362—RS.

ANASTASIA (627)—D—Ingrid Bergman, Yul Brynner, Helen Hayes—Brilliantly enacted, beautifully mounted filmization of stage play—105m.—12-26-56—4267—DC—CS.

BACK FROM THE DEAD—734—MD—Peggie Castle, Arthur Franz, Marsha Hunt—Psychological horror entry for lower half—79m.—B-7-57—4362—RS.

BADLANDS OF MONTANA (716)—W—Rex Reason, Beverly Garland—Actionful, adult western—75m.—5-15-57—4327—RS—(B).

BERNARDINE (723)—C—Pat Boone, Terry Moore, Janet Gaynor—Good entry for the younger set—95m.—4352—DC—CS.

BEST THINGS IN LIFE ARE FREE, THE (625)—MU—Gordon MacRae, Dan Dailey, Sheree North—Highly entertaining musical—104m.—10-3-56—4234—DC—CS.

BETWEEN HEAVEN AND HELL (621)—MD—Robert Wagner, Terry Moore, Broderick Crawford—Interesting war drama—94m.—10-17-56—4238—DC—CS.

BLACK WHIP, THE (628)—W—Hugh Marlowe, Coleen Gray—Adult, off-beat western—77m. —12-26-56—4267—RS—(B).

BOY ON A DOLPHIN (714)—D—Alan Ladd, Clifton Webb, Sophia Loren—Well-made, interesting adventure yarn—111m.—4-17-57—4314—DC—CS—(B).

BREAK IN THE CIRCLE (711)—MD—Forrest Tucker, Eva Bartok—Okay for lower half—69m. —5-15-57—4327—England.

CHINA GATE (715)—MD—Gene Barry, Angie Dickinson, Nat "King" Cole—Suspenseful adventure yarn for the program—97m.—5-15-57—4327—CS.

COURAGE OF BLACK BEAUTY (744)—D—John Crawford, Mimi Gibson, John Bryant—All about a boy and his horse—77m.—8-21-57—4367—Color.

DESK SET (719)—C—Spencer Tracy, Katharine Hepburn—Highly amusing comedy—103m.—5-15-57—4328—DC—CS.

DESPERADOS ARE IN TOWN, THE (626)—W—Robert Arthur, Kathy Nolan—Okay western —73m.—11-28-56—4258—RS.

GIRL CAN'T HELP IT, THE (629)—MUC—Tom Ewell, Jayne Mansifield, Edmond O'Brien—Highly entertaining entry—99m.—1-9-57—4274—DC—CS—(B).

GOD IS MY PARTNER—D—724—D—Walter Brennan, Marion Ross, John Hoyt—Good family entertainment for smaller situations—80m.—7-24-57—4358—RS.

HATFUL OF RAIN, A (925)—D—Eva Marie Saint, Don Murray, Anthony Franciosa—Pawerful drama features top performances—109m.—6-26-57—4342—CS.

HEAVEN KNOWS, MR. ALLISON (710)—D—Deborah Kerr, Robert Mitchum—Warm drama af a Nun and a Marine should have wide appeal—105m.—3-20-57—4302—DC—CS.

ISLAND IN THE SUN (721)—D—James Mason, Joan Fontaine, Harry Belafonte—Off-beat drama has lots to offer—119m.—6-26-57—4343—DC—CS—(B).

KRONOS (712)—MD—Jeff Morrow, Barbara Lawrence—Intresting tale of thing from space—78m.—5-1-57—4318—RS.

LAST WAGON, THE (619)—Richard Widmark, Felicia Farr—High rating adventure drama —99m.—9-5-56—4216—DC—CS.

LOVE ME TENDER (624)—MD—Richard Egan, Debra Paget, Elvis Presley—Presley name should make this a boxoffice winner—89m.—11-28-56—4258—CS—(B).

LURE OF THE SWAMP (722)—MD—Marshall Thompson, Willard Parker, Joan Vohs—Lower half filler—74m.—6-12-57—433B—RS.

OASIS (632)—MD—Michele Morgan, Pierre Brasseur, Cornell Borchers—Mediocre programmer—84m.—1-23-57—4278—EC—CS—Morocco—(B).

OH, MEN! OH, WOMEN! (706)—C—Dan Dailey, Ginger Rogers, David Niven—Film version af play has name values but is only mildly amusing—90m.—2-20-57—4291—DC—CS.

OKLAHOMA! (630)—MU—Gordon MacRae, Shirley Jones, Gene Nelson—High rating entertainment—140m.—11-14-56—4251—TC—CS—Magna.

QUIET GUN, THE (702)—W—Forrest Tucker, Mara Corday—For the lower half—77m.—2-20-57—4291—RS.

REBECCA (666)—D—Laurence Olivier, Joan Fontaine, George Sanders—Hitchcock version of mystery best-seller should do okay as reissue—129m.—9-5-56—4216—Selznick—RE.

RESTLESS BREED, THE (718)—W—Scatt Brady, Anne Bancroft—For the duallers—81m.—5-15-57—4328.

RIVER'S EDGE, THE (708)—D—Ray Milland, Debra Paget, Anthony Quinn—Gaad cast struggles through mediocre story—86m.—4-3-57—4308—DC—CS—(B).

SEA WIFE—737—D—Richard Burton, Joan Collins, Basil Sydney—Off-beat film has angles—82m.—8-7-57—4362—CS-Color.

SHE DEVIL (713)—MD—Mari Blanchard, Jack Kelly, Albert Dekker—Okay lower half entry —77m.—5-1-57—4319—RS—(B).

SMILEY (703)—D—Sir Ralph Richardson, John McCallum—Import for the program—97m.—2-20-57—4292—TC—CS—Australia.

STAGECOACH TO FURY (623)—W—Forrest Tucker, Mari Blanchard, Wallace Ford—Good western for the duallers—76m.—10-17-56—4238—RS.

STORM RIDER, THE (709)—W—Scott Brady, Mala Powers, Bill Williams—Satisfactory western for lower half—70m.—3-20-57—4302—RS.

TEENAGE REBEL (622)—D—Ginger Rogers, Michael Rennie—Interesting mother-daughter story should have family appeal—94m.—11-14-56—4251—CS—(B).

THIRD MAN, THE (667)—MD—Joseph Cotten, Valli, Orson Welles—Reissue is excellent film af its type—104m.—10-31-56—4243—RE.

THREE BRAVE MEN (701)—D—Ray Milland, Ernest Borgnine, Nina Foch—Topical, thought-provoking drama has documentary flavor—88m.—1-23-57—4278—CS.

THREE FACES OF EVE—D—Joanne Woodward, David Wayne, Lee J. Cobb—Well-made and interesting psychological drama—91m.—8-21-57—4367—CS.

TRUE STORY OF JESSE JAMES, THE (704)—MD—Robert Wagner, Jeffrey Hunter, Hope Lange—Satisfactory programmer—92m.—2-20-57—4292—DC-CS-(B).

TWO GROOMS FOR A BRIDE (705)—C—John Carroll, Virginia Bruce—Lower half filler—73m.—4352—English—(B).

UNKNOWN TERROR, THE—733—MD—John Howard, Mala Powers, Paul Richards— Mediocre horror item—77m.—8-7-57—4362—RS.

WAY TO THE GOLD, THE (717)—MD—Jeffrey Hunter, Sheree North, Barry Sullivan—Mild melodrama for the program—94m.—5-15-57—4328—CS.

WAYWARD-BUS, THE (720)—D—Joan Collins, Jayne Mansfield, Dan Dailey—Good name values will boost episodic drama—89m.—6-12-57—433B—CS—(B).

WILL SUCCESS SPOIL ROCK HUNTER?—732—C—Jayne Mansfield, Tony Randall, Betsy Drake—Wacky comedy has limited appeal—94m.—8-7-57—4362—CS-Color.

WOMEN OF PITCAIRN ISLAND, THE (631)—MD—James Craig, Lynn Bari, Arleen Whelan —Exploitable programmer—72m.—12-26-56—4267—RS.

### TO BE REVIEWED

AMBUSH AT CIMARRON PASS—Brian Donlevy, Eilene Janssen, Jay C. Flippen.

APRIL LOVE—Pat Boone, Shirley Jones, Arthur O'Connell—DC—CS.

BEAUTIFUL BUT DANGEROUS—Gina Lolobrigida, Vittorio Gassman, Robert Alda—Italian—(B).

COPPER SKY, THE—Coleen Gray, Jeff Morrow.

DARK VALOR—Rex Reason, Henry Morgan, Steve Brodie—RS.

DERRSLAYER, THE—Rex Barker, Forest Tucker, Cathy O'Donnell—Color—CS.

ESCAPE TO RED ROCK—Brian Donlevy, Jay C. Flippen.

ENEMY BELOW, THE—Robert Mitchum, Kurd Jurgens, Frank Albertson—DC—CS.

FAREWELL TO ARMS—Jennifer Jones, Rock Hudson, Vittorio DeSica—DC—CS.

FORTY GUNS—Barbara Stanwyck, Gene Barry, Barry Sullivan—CS.

FRAULEIN—Mel Ferrer, Dana Wynter—Color—CS.

GHOST DIVERS—James Craig, Audrey Totter.

HELL ON DEVIL'S ISLAND—Helmut Dantine, William Talman, Donna Martell.

KISS THEM FOR ME—Cary Grant, Jayne Mansfield, Suzy Parker—DC—CS.

NO DOWN PAYMENT—Jeffrey Hunter, Sheree North, Tony Randall—CS.

PEYTON PLACE—Lana Turner, Lloyd Nolan, Hope Lange—DC—CS.

RIDE A VIOLENT MILE—John Agar, Penny Edwards—RS.

SOUTH PACIFIC—Rossano Brazzi, Mitzi Gaynor—Color—Todd-AO.

STOPOVER TOKYO—Robert Wagner, Joan Collins, Edmond O'Brien—DC—CS.

SUN ALSO RISES, THE—Ava Gardner, Tyrone Power, Errol Flynn, Mel Ferrer—DC—CS.

YOUNG AND DANGEROUS—Virginia Field, Les Brown and Band, Douglas Kennedy.

YOUNG LIONS, THE—Marlon Branda, Montgomery Clift, Joanne Woodward—CS.

## United Artists

AROUND THE WORLD IN 80 DAYS—C—David Niven, Cantinflas, Robert Newton, Shirley MacLaine—Fabulous entertainment—173m.—10-31-56—4253—EC—Todd—AO.

ATTACK—D—Jack Palance, Eddie Albert, William Smithers—Powerful war film should stimulate favorable word of mouth—107m.—9-5-56—4217—Aldrich.

BACHELOR PARTY, THE—D—Don Murray, Patricia Smith, Jack Warden—Highly Interesting entry—93m.—3-20-57—4303—Hecht-Lancaster—(B).

BAILOUT AT 43,000—MD—John Payne, Karen Steele, Paul Kelly—Okay programmer—78m.—5-1-57—4319—Pine-Thomas.

BAYOU—D—Peter Graves, Lita Milan—Filler for lower half—88m.—6-26-57—4343—(Ripps) (B).

BIG BOODLE, THE—MD—Errol Flynn, Rosanna Rory—Programmer has intrigue, action, and adventure—83m.—2-6-57—4286—Blumberg—(B).

BIG CAPER, THE—MD—Rory Calhoun, Mary Costa—Gaad pragrammer—84m.—4-17-57—4314—Pine-Thomas—(B).

BOP GIRL GOES CALYPSO—MU—Judy Tyler, Bobby Troup, Margo Woode—Programmer for the younger set—79m.—7-24-57—4358—Bel-Air (B).

BOSS, THE—MD—John Payne, Gloria McGhee—Interesting pragram entry—89m.—9-5-56—4217—Seltzer.

BRASS LEGEND, THE—W—Hugh O'Brien, Nancy Gates—For the lower half—79m.—12-12-56 —4262—Goldstein.

BUCKSKIN LADY, THE—W—Patricia Medina, Richard Denning, Gerald Mohr—Adult western—66m.—4352—Bishop-Hittleman—(B).

CHICAGO CONFIDENTIAL—MD—Brian Keith, Beverly Garland, Dick Foran—Fast-moving programmer—74m.—8-21-57—4367—Peerless.

CRIME OF PASSION—MD—Barbara Stanwyck, Sterling Hayden—Fine acting lifts crime meller above average program fare—84m.—1-23-57—4278—Goldstein—(B).

DANCE WITH ME HENRY—C—Lou Costello, Bud Abbott—Mediocre Abbott and Costello entry far the duallers—79m.—12-26-56—4270—Goldstein.

DELINQUENTS, THE—MD—Tom Laughlin, Peter Miller—Ineffective treatment af juvenile delinqeuncy theme strives far sensation—71m.—3-6-57—4298—Imperial—(B).

DRANGO—D—Jeff Chandler, John Lupton, Joanne Dru—Absorbing post-Civil War drama —92m.—1-23-57—4279—Earlmar.

FIVE STEPS TO DANGER—MD—Ruth Roman, Sterling Hayden—Interesting meller for the program—80m.—1-23-57—4279—Kesler.

FLIGHT TO HONG KONG—MD—Rory Calhoun, Barbara Rush—For the lawer half—10-3-56—4234—Sabre—(B).

FOUR BOYS AND A GUN—MD—Frank Sutton, Tarry Green—Lower half filler—73m.—1-9-57—4275—Security.

FURY AT SUNDOWN—W—John Derek, Carolyn Craig—Far the lower half—75m.—4-3-57—4308—Goldstein.

FUZZY PINK NIGHTGOWN, THE—C—Jane Russell, Keenan Wynn, Ralph Meeker—Too much talk, too few laughs—87m.—8-7-57—4363—Russ-Field.

GUN BROTHERS—MD—Buster Crabbe, Ann Robinson, Neville Brand—Western meller for the lower half—79m.—9-5-56—4217—Grant.

GUN DUEL IN DURANGO—W—George Montgomery, Ann Robinson, Bobby Clark—Okay western—73m.—5-1-57—4319—Peerless.

GUN THE MAN DOWN—W—James Arness, Angie Dickinson—Far the lower half—78m.—11-28-56—4258—Morris-McLaglen.

HALLIDAY BRAND, THE—D—Joseph Cotten, Viveca Lindfors, Betsy Blair—Names, interesting story lifts western above average program fare—77m.—2-6-57—4286—Young.

HIDDEN FEAR—MD—John Payne, Natalie Norwick, Alexander Knox—Lower half entry—83m.—4352—St. Aubrey-Kohn.

HIT AND RUN—MD—Cleo Moore, Hugo Haas—Sordid adult drama is explaitable program fare—84m.—3-20-57—4303—Haas.

IRON SHERIFF, THE—W—Sterling Hayden, Constance Ford—Interesting western should do well as part of the program—73m.—4-3-57—4308—Grand.

JUNGLE HEAT—MD—Lex Barker, Mari Blanchard, Glenn Langan—For the lower half—75m.—8-21-57—4367—Bel-Air.

KING AND FOUR QUEENS, THE—W—Clark Goble, Eleanor Parker—Western has names to draw but lacks action—86m.—12-26—56—4270—DC—CS—Russ-Field—Gabco—(B).

LADY OF VENGEANCE—MD—Dennis O'Keefe, Ann Sears, Anton Diffring—Mediocre programmer—73m.—8-21-57—4367—Balaban—English—(B).

MAN FROM DEL RIO—W—Anthony Quinn, Koty Jurado—Well conceived western should please wide variety of patrons—82m.—10-17-56—4239—Jacks.

MEN IN WAR—MD—Robert Ryan, Aldo Ray—Well-made war film—104m.—2-6-57—4287—Security.

MONSTER THAT CHALLENGED THE WORLD, THE—MD—Tim Holt, Audrey Dalton—83m.—4335—(Gramercy).

MONKEY ON MY BACK—D—Cameron Mitchell, Dianne Foster—Powerful Barney Ross bio-film is highly exploitable—93m.—5-29-57—4334—(Small)—(B).

MONTE CARLO STORY, THE—C—Marlene Dietrich, Vittorio DeSica—Colorful comedy, but slow in spots—99m.—6-26-57—4343—TC—TE—(Titanus)—European made.

MY GUN IS QUICK—MD—Robert Bray, Whitney Blake, Pat Donahue—Mickey Spillane whodone-it far duallers—88m.—8-21-57—4368—Saville—(B).

OUTLAW'S SON—W—Dane Clark, Ben Cooper, Lori Nelson—Fair western—89m.—4352—Bel-Air.

PEACEMAKER, THE—W—James Mitchell, Rosemarie Bowe—Religious western for duallers, small towns—81m.—11-14-56—4251—Makelim.

PHARAOH'S CURSE—MD—Mark Dana, Ziva Rodann—Lower half entry—66m.—2-20-57—4292—Bel-Air.

PRIDE AND THE PASSION, THE—MD—Cary Grant, Sophia Loren, Frank Sinatra—High rating entertainment—131m.—4353—TC—VV—Kramer—(B).

REVOLT AT FORT LARAMIE—D—John Dehner, Gregg Palmer—Good programmer holds interest despite lack of name values—73m.—3-20-57—4303—DC—Bel-Air.

RIDE BACK, THE—W—Anthony Quinn, William Conrad, Lita Milan—Well-made and different western should please discriminating filmgoers—79m.—5-1-57—4319—Aldrich.

RUNNING TARGET—MD—Doris Dowling, Arthur Franz—Far the lower half—83m.—11-28-56 4259—DC—Canyon.

SAINT JOAN—D—Richard Widmark, Richard Todd, Jean Seberg—Excellent production of Shaw drama needs selling—110m.—5-15-57—4328—Preminger.

SHARKFIGHTERS, THE—D—Victor Mature, Karen Steele—Okay programmer holds interest—73m.—10-31-56—4244—TC—CS—Goldwyn, Jr.

SPRING REUNION—D—Dana Andrews, Betty Hutton, Jean Hagen—Moderate programmer has good name values—79m.—4-3-57—4308—Bryna.

SWEET SMELL OF SUCCESS—D—Burt Lancaster, Tony Curtis, Susan Harrison—Unpleasant drama has good name values—96m.—4343—(Hecht-Hill-Lancaster)—(B).

TOMAHAWK TRAIL—OD—Chuck Connors, Susan Cummings—Lower half filler—60m.—12-26-56—4270—Bel-Air.

TROOPER HOOK—W—Joel McCrea, Barbara Stanwyck—Good outdoor action yarn for the program—81m.—6-26-57—4343—(Fielding).

12 ANGRY MEN—D—Henry Fonda, Lee J. Cobb, Ed Begley—High rating drama—95m.—3-6-57—4298—Orion-Nova.

VALERIE—MD—Sterling Hayden, Anita Ekberg, Anthony Steel—Okay programmer—84m.—7-24-57—4358—Makelim (B).

VAMPIRE, THE—MD—John Beal, Colleen Gray—Horror entry far lower half—74m.—6-26-57—4344—(Gramercy).

VOODOO ISLAND—MD—Boris Karloff, Beverly Tyler—Lower half horror entry—76m.—2-20-57—4292—Bel-Air.

WAR DRUMS—W—Lex Barker, Joan Taylor, Ben Johnson—Okay programmer—75m.—4-3-57—4308—DC—Bel-Air.

WILD PARTY, THE—D—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry far art specialty and exploitation houses—81m.—12-12-56—4263—Security—(B).

### TO BE REVIEWED

BABY FACE NELSON—Mickey Rooney, Carolyn Jones, Sir Cedric Harwick—(Zimbalist).

BIG COUNTRY, THE—Gregory Peck, Jean Simmons, Carrol Baker—(TC-TE)—(Worldwide).

CALYPSO ISLAND—Marie Windsor, Vince Edwards—(Made in B.W.I.)—(Security).

CARELESS YEARS, THE—Natalie Trundy, Dean Stockwell, Catherine McLeod—(Bryna).

DALTON GIRLS—Penny Edwards, Merry Anders (Bel-Air).

ENEMY FROM SPACE—Brian Donlevy, Sidney James, John Longden—(Hinds).

FORT BOWIE—Ben Johnson, Jan Harrison, Kent Taylor—(Bel-Air).

GIRL IN THE BLACK STOCKINGS, THE—Lex Barker, Anne Bancroft, Mamie Van Doren—(Bel-Air)—Leg.: B.

GOD'S LITTLE ACRE—Robert Ryan, Aldo Ray, Tina Louise—(Harmon).

GUN FEVER—Mark Stevens, Jana Davi—(Jackson-Weston).

GUNSIGHT RIDGE—Joel McCrea, Mark Stevens, Joan Weldon—(Libra).

HELL BOUND—John Russell, June Blair—(Bel-Air).

KILLER ON THE WALL—Richard Boone, Theodore Bikel, Peggy Maurer—(Maxim).

LEGEND OF THE LOST—John Wayne, Sophia Loren—(Technirama)—(Bat-Jac).

MAN ON THE PROWL—Mala Powers, James Best—(Jana-Lesser).

PARIS HOLIDAY—Bob Hope, Fernandel, Anita Eckberg—(Technirama)—(Eastman Color)—(Made in France)—(Tolda).

PATHS OF GLORY—Kirk Douglas, Ralph Meeker, Adolphe Menjou—(Bryna).

PISTOLERO—Jack Palance—(Philip Waxman).

QUIET AMERICAN, THE—Audie Murphy, Michael Redgrave, Georgia Moll—(Figaro)—(Made in Viet-Nam).

RIDE OUT FOR REVENGE—Rory Calhoun, Gloria Grahame, Lloyd Bridges—(Bryna).

SAVAGE PRINCESS—(Indian-made)—(Print by Technicolor)—(Mehboob).

SATCHMO, THE GREAT—Louis Armstrong—(Murrow-Friendly).

STREET OF SINNERS—George Montgomery, Geraldine Brooks—(Security)—Leg.: B.

TIGER BY THE TAIL—Larry Porks, Constance Smith—(Canyon).

TIME LIMIT—Richard Widmark, Richard Basehart, Dolores Michaels—(Heath).

TIME IS A MEMORY—Victor Mature, Lili Hwa—(Batjac).

VIKINGS, THE—Kirk Douglas, Tony Curtis, Ernest Borgnine, Janet Leigh—TC—VV—(Bryna).

WINK OF AN EYE—Jonathan Kidd, Doris Dowling, Barbara Turner—(Ivar).

WITNESS FOR THE PROSECUTION—Tyrone Power, Marlene Dietrich, Charles Laughton—(Small).

## Universal-International

BACK FROM ETERNITY (703)—MD—Robert Ryan, Anita Ekberg, Rod Steiger—Satisfactory dramatic entry will benefit from name draw—97m.—9-19-56—4227—RKO.

BATTLE HYMN (5712)—D—Rock Hudson, Dan Duryea, Martha Hyer—Well-made entry should have wide appeal—108m.—12-26-56—4270—TC—CS.

BEYOND A REASONABLE DOUBT (702)—MD—Dana Andrews, Joan Fontaine, Sidney Blackmer—Fairly interesting program meller—80m.—9-19-56—4227—RKO.

BRAVE ONE, THE (706)—D—Michel Ray—Highly attractive entry of a boy and his unusual pet—100m.—10-3-56—4231—TC—CS—RKO.

BUNDLE OF JOY (710)—C—Eddie Fisher, Debbie Reynolds, Adolphe Menjou—Pleasant entertainment for all—98m.—12-12-56—4262—TC—RKO.

CURUCU, BEAST OF THE AMAZON (5703)—MD—John Bromfield, Beverly Garland, Tom Payne—Exploitation programmer—76m.—11-14-56—4251—EC—(B).

DEADLY MANTIS, THE (5719)—MD—Craig Stevens, William Hopper, Alix Talton—Fair lower half offering—78m.—4-3-57—4309.

DEATH OF A SCOUNDREL (707)—D—George Sanders, Yvonne DeCarlo, Victor Jory—Interesting drama has names and exploitable story values—119m.—11-14-56—4250—RKO.

DOCTOR AT LARGE—C—Dirk Bogorde, Muriel Pavlow, Donald Sinden—Highly humorous import—98m.—6-26-57—4344—EC—VV—English.

EVERYTHING BUT THE TRUTH (5704)—C—Maureen O'Hara, John Forsythe, Tim Hovey—Pleasant family divertisement—83m.—11-14-56—4251—EC.

FOUR GIRLS IN TOWN (5706)—C—George Noder, Julie Adams, Marianne Cook—Interesting programmer—85m.—12-12-56—4263—CS—TC—(B).

GIRL IN THE KREMLIN, THE (5718)—MD—Lex Barker, Zsa Zsa Gabor, Jeffrey Stone—Exploitation programmer has angles—81m.—5-1-57—4319—(B).

GREAT MAN, THE (5708)—D—Jose Ferrer, Dean Jagger, Julie London—Highly interesting drama—92m.—11-28-56—4259.

GUN FOR A COWARD (5711)—W—Fred MacMurray, Jeffrey Hunter, Janice Rule—Satisfactory western should please outdoor fans—88m.—12-26-56—4271—EC—CS.

INCREDIBLE SHRINKING MAN, THE (5715)—MD—Grant Williams, Randy Stuart, April Kent—Highly impressive science fiction entry—81m.—2-6-57—4287.

INTERLUDE (5728)—D—June Allyson, Rossano Brazzi—Powerful romance should appeal to femme trade—89m.—6-26-57—4344—TC—CS.

ISTANBUL (5709)—MD—Errol Flynn, Cornell Borchers, John Bentley—Okay programmer has Flynn name to help—84m.—1-23-57—4279—TC—CS.

JOE BUTTERFLY (5723)—C—Audie Murphy, George Nader, Keenan Wynn, Kieke Shima—Highly amusing entry of G.I. occupation of Japan—90m.—5-1-57—4320—TC—CS.

JOE DAKOTA (5730)—W—Jock Mahoney, Luana Patten, Charles McGraw—Good off-beat western for the program—79m.—6-26-57—4344—EC.

KELLY AND ME (5714)—D—Von Johnson, Piper Laurie, Martha Hyer—Okay program entry—86m.—1-23-57—4279—TC—CS.

KETTLES ON OLD MAC DONALD'S FARM, THE (5721)—C—Marjorie Main, Parker Fennelly, Gloria Talbott—The Kettles are back for them that wants 'em—82m.—4353.

KILLERS, THE (5781)—MD—Burt Lancaster, Ava Gardner, Edmond O'Brien—Reissue has the angles—101m.—9-19-56—4227—RE.

LAND UNKNOWN, THE (5727)—MD—Jock Mahoney, Shawn Smith—Good science fiction entry—78m.—4353—CS.

MAN AFRAID (5720)—MD—George Nader, Phyllis Thaxter, Tim Hovey—Good programmer—84m.—4-17-57—4314—CS.

MAN OF A THOUSAND FACES—5733—D—James Cagney, Dorothy Malone, Jane Greer—Well-made and highly interesting—122m.—7-24-57—4358—CS—(B).

MAN IN THE VAULT (709)—MD—William Campbell, Karen Sharpe, Anita Ekberg—Far the duallers—73m.—12-26-56—4267—RKO.

MIDNIGHT STORY, THE (5726)—MD—Tony Curtis, Marisa Pavan, Gilbert Roland—Interesting, well made melodrama—89m.—6-26-57—4344.

MISTER CORY (5713)—D—Tony Curtis, Martha Hyer, Charles Bickford—Well-made, attractive drama—92m.—1-23-57—4280—EC—CS—(B).

MOLE PEOPLE, THE (5702)—MD—John Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—11-14-56—4252.

NIGHT PASSAGE (5725)—MD—James Stewart, Audie Murphy, Dianne Foster—Entertaining outdoor action entry—90m.—6-26-57—4344—TC—Technirama.

NIGHT RUNNER, THE (5710)—MD—Ray Danton, Colleen Miller, Merry Anders—Psychological drama for lower half—79m.—1-23-57—4280.

PUBLIC PIGEON No. 1 (708)—C—Red Skelton, Vivian Blaine, Janet Blair—Amusing Red Skelton entry—79m.—5-1-57—4320—TC—RKO.

ROCK, PRETTY BABY (5707)—MU—Sal Mineo, John Saxon, Luana Patten—Juveniles should be real "gone" on this one—89m.—11-28-56—4259—(B).

RUN OF THE ARROW (5729)—D—Rod Steiger, Sarita Montiel, Brian Keith—Good offbeat Indian and Cavalry yarn—6-12-57—4338—TC—RKO.

SLEEPING CITY, THE (5782)—MD—Richard Conte, Colleen Gray, Richard Taber—Reissue is good meller—84m.—9-19-56—4227—RE.

TAMMY AND THE BACHELOR (5724)—C—Debbie Reynolds, Leslie Nielsen, Walter Brennan—89m.—5-29-57—4335—TC—CS.

TARANTULA (5605)—MD—John Agar, Mara Corday, Leo G. Carroll—Good horror exploitation item—80m.—11-16-56—4063.

TATTERED DRESS, THE (5716)—D—Jeff Chandler, Jeanne Crain, Jack Carson—Highly interesting entry—93m.—3-6-57—4298—CS.

TENSION AT TABLE ROCK (7041)—MD—Richard Egan, Dorothy Malone, Cameron Mitchell—Tense outdoor drama should have wide appeal—93m.—10-3-56—4231—TC—RKO.

THAT NIGHT—5731—D—John Beal, Augusta Dabney, Shepperd Strudwick—Heart attack made interesting—88m.—8-7-57—4363—RKO.

UNGUARDED MOMENT, THE (5701)—D—Esther Williams, George Nader, Edward Andrews—Interesting suspense drama—95m.—9-5-56—4217—TC.

WRITTEN ON THE WIND (5705)—D—Rock Hudson, Lauren Bacall, Robert Stack—Entry far adults has lots of selling angles—99m.—10-3-56—4234—TC.

YOUNG STRANGER, THE (711)—D—James MacArthur, Kim Hunter, James Daly—Interesting, well-made entry—84m.—2-20-57—4292—RKO.

TO BE REVIEWED

**ALL MINE TO GIVE**—Cameron Mitchell, Glynis Johns—EC—RKO.
**AMAZONS, THE**—Don Taylor, Giana Sigale, Eduardo Ciannelli—Color.
**BADGE OF EVIL**—Charlton Heston, Orson Welles, Janet Leigh.
**BIG BEAT, THE**—William Reynolds, Andra Martin, Jeffrey Stone—Color.
**DAMN CITIZEN!**—Keith Andes, Margaret Hayes, Gene Evans.
**FEMALE ANIMAL, THE**—Hedy Lamarr, Jane Powell, George Nader—CS.
**FLOOD TIDE, THE**—George Nader, Cornell Bouchers—CS.
**GIRL MOST LIKELY, THE**—Jane Powell, Kaye Ballard, Tommy Noonan—RKO.
**HEMP BROWN**—Rory Calhoun, Beverly Garland—Color—CS.
**HER MAN GODFREY**—June Allyson, David Niven, Martha Hyer—TC—CS.
**I MARRIED A WOMAN**—George Gobel, Diana Dors, Jessie Royce Landis—RKO.
**JET PILOT**—John Wayne, Janet Leigh, J. C. Flippen—119m.—TC—RKO—(B).
**LADY TAKES A FLYER**—Lana Turner, Jeff Chandler—Color—CS.
**MAGNIFICENT BRAT, THE**—Dan Duryea, Jan Sterling, Patty McCormack—Color—CS.
**MONOLITH MONSTERS, THE**—Grant Williams, Lola Albright.
**ONCE UPON A HORSE**—Dan Rowan, Dick Martin, Martha Hyer—Color.
**PAY THE DEVIL**—Jeff Chandler, Orson Welles, Colleen Miller—CS.
**POINT OF DECISION**—Fred MacMurroy, John Weldon, John Ericson—CS.
**PYLON**—Rock Hudson, Robert Stack, Dorothy Malone—CS.
**QUANTEZ**—Fred MacMurray, Dorothy Malone—EC—CS.
**RAW WIND IN EDEN**—Esther Williams, Jeff Chandler, Rosana Podesta—Color—CS.
**SLAUGHTER ON TENTH AVENUE**—Richard Egan, Jan Sterling, Dan Duryea—CS.
**SLIM CARTER**—Jack Mahoney, Julie Adams, Tim Hovey—Color.
**STAGE STRUCK**—Susan Strasberg, Henry Fonda, Joan Greenwood—Color—RKO.
**SUMMER LOVE**—John Saxon, Judy Meredith, Jill St. John.
**TAKE MY HAND**—Teresa Wright, Cameron Mitchell—Color—RKO.
**THIS DAY ALONE**—Richard Egan, Julie London—CS.
**THIS IS RUSSIA**—Documentary produced by Sid Feder and Carey Wilson—Color.
**UNHOLY WIFE, THE**—Diana Dors, Rod Steiger, Tom Tryon—TC—RKO.
**VIOLATORS, THE**—Arthur O'Connell—RKO.
**WESTERN STORY, THE**—Jock Mahoney, Gilbert Roland, Linda Cristal—Color—CS.

## Warner Bros.

**AMAZON TRADER, THE** (4910)—COMP—John Sutton, Mario Fernando—Interesting addition to the program—41m.—9-5-57—4220—WC.

**BABY DOLL** (607)—D—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama is best for sophisticated metropolitan spots—114m.—12-12-56—4263—(C).

**BAND OF ANGELS**—621—MD—Clark Gable, Yvonne De Carlo, Sidney Poitier—Gable entry has all the angles—127m.—7-24-57—4358—WC—(B).

**BIG LAND, THE** (610)—W—Alan Ladd, Virginia Mayo, Edmond O'Brien—Ladd hits the trail again in colorful outdoor show—93m.—2-6-57—4287—WC.

**BRIGHT LEAF** (633)—D—Gary Cooper, Lauren Bacall, Jack Carson—Names will help reissue—110m.—5-15-57—4329.

**CRY IN THE NIGHT, A** (602)—MD—Edmond O'Brien, Brian Donlevy, Natalie Wood—Average meller for the duallers—75m.—9-5-56—4220.

**COUNTERFEIT PLAN, THE** (612)—MD—Zachary Scott, Peggie Castle—Slow moving English meller for the lower half—79m.—4-3-57—4309—England.

**CURSE OF FRANKENSTEIN, THE** (620)—MD—Peter Cushing, Christopher Lee, Hazel Court—Gruesome horror item—83m.—6-26-57—4345—Color—English—(B).

**D.I., THE** (617)—D—Jack Webb, Don Dubbins, Jackie Loughery—Forceful and timely story of U. S. Marine recruiting—106m.—6-12-57—4338.

**DEEP ADVENTURE** (4912)—NOV—Ross Allen, Dottie Lee Phillips—Colorful addition to any program—46m.—4353—WC—(B).

**EAST OF EDEN** (414)—D—James Dean, Julie Harris, Raymond Massey—Dean name will help this high rating drama—115m.—4-3-57—4309—WC—CS—RE.

**FACE IN THE CROWD, A** (616)—D—Andy Griffith, Patricia Neal, Anthony Franciosa—Impressive, compelling drama for adults—125m.—6-12-57—4339—(B).

**GIANT** (606)—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—10-17-56—4239—WC.

**GIRL HE LEFT BEHIND, THE** (605)—C—Tab Hunter, Natalie Wood—Highly amusing entry—103m.—11-14-56—4252—(B).

**JAMES DEAN STORY, THE**—623—NOV—James Dean—Novelty for lower half depends on Dean addicts for draw—82m.—8-7-57—4363.

**JIM THORPE—ALL-AMERICAN** (631)—D—Burt Lancaster, Charles Bickford, Steve Cochran—Names should land reissue in the better money—107m.—5-15-57—4329.

**PARIS DOES STRANGE THINGS** (611)—C—Ingrid Bergman, Mel Ferrer, Jean Marais—Bergman name will barely carry this import—86m.—3-6-57—4299—TC—France—(B).

**PAJAMA GAME, THE**—624—MU—Doris Day, John Raitt, Carol Haney—Bright, highly entertaining musical—101m.—8-7-57—4363—WC—(B).

**PRINCE AND THE SHOWGIRL, THE** (618)—C—Marilyn Monroe, Laurence Olivier—117m.—5-29-57—4335—TC—(B).

**REBEL WITHOUT A CAUSE** (504)—D—James Dean, Natalie Wood—Dean name should still keep this in the better money—111m.—4-3-57—4309—WC—CS.

**RISING OF THE MOON, THE**—D—Cyril Cusack, Noel Purcell, Jack MacGowaran—Charming film of Ireland and its people—81m.—4353—Filmed in Ireland.

**SHOOT-OUT AT MEDICINE BEND** (615)—W—Randolph Scott, James Craig, Angie Dickinson Okay Randolph Scott programmer—87m.—4-17-57—4315.

**SPIRIT OF ST. LOUIS, THE** (614)—D—James Stewart, Patricia Smith, Murray Hamilton—High rating dramatic entertainment—138m.—3-6-57—WC—CS.

**STRANGERS ON A TRAIN** (635)—MD—Farley Granger, Ruth Roman, Robert Walker—Reissue of top flight Hitchcock meller—101m.—5-15-57—4329.

**TOP SECRET AFFAIR** (609)—C—Susan Hawyard, Kirk Douglas, Paul Stewart—Highly amusing comedy—100m.—1-23-57—4280—(B).

**TOWARD THE UNKNOWN** (604)—D—William Holden, Lloyd Nolan, Virginia Leith—Well-made timely offering should register strongly at boxoffice—115m.—10-3-56—4234—WC.

**UNTAMED YOUTH** (613)—MD—Mamie Van Doren, Lori Nelson, John Russell—Highly exploitable rock 'n' roll meller should have youth appeal—80m.—4-3-57—4309—(B).

**WEST POINT STORY, THE** (634)—C—James Cagney, Virginia Mayo, Doris Day—Reissue should prove pleasing entertainment—107m.—5-15-57—4329.

**WINNING TEAM, THE** (632)—D—Doris Day, Ronald Reagan, Frank Lovejoy—Name values should help reissue of baseball show—98m.—5-15-57—4329.

**WRONG MAN, THE** (608)—D—Henry Fonda, Vera Miles—Highly interesting drama—105m.—1-9-57—4275.

**X, THE UNKNOWN** (619)—MD—Dean Jagger, Edward Chapman—Okay science fiction entry for lower half—80m.—6-26-57—4345—English.

**YOUNG MAN WITH A HORN** (636)—D—Kirk Douglas, Lauren Bacall, Doris Day—Reissue has plenty of angles—112m.—5-15-57—4329.

TO BE REVIEWED

**BLACK PATCH**—George Montgomery, Diane Brewster—(B).
**BLACK SCORPION**—Richard Denning, Mara Corday.
**BLONDE AND DANGEROUS**—Susan Oliver, Linda Reynolds, Carla Merey.
**CHASE A CROOKED SHADOW**—Richard Todd, Anne Baxter, Herbert Lom—English.
**DARBY'S RANGERS**—Etchika Choureau, James Garner, Jack Warden—WC.
**DEEP SIX, THE**—Alan Ladd, Dianne Foster, William Bendix.
**FIFTEEN BULLETS FROM FORT DOBB**—Clint Walker, Virginia Mayo.
**GREEN EYES**—Susan Oliver, Linda Reynolds, Carla Merey.
**HELEN MORGAN STORY, THE**—Ann Blyth, Paul Newman, Richard Carlson—CS.
**JAMBOREE**—Count Basie and Orchestra, Fats Domino.
**LEFT HANDED GUN, THE**—Paul Newman, Lita Milan.
**NO SLEEP TILL DAWN**—Karl Malden, Natalie Wood—WC—CS.
**NO TIME FOR SERGEANTS**—Andy Griffith, Myron McCormick, Nick Adams.
**OLD MAN AND THE SEA, THE**—Spencer Tracy—WC—CS.
**SAYONARA**—Marlon Brando, Red Buttons, Patricia Owens—TE.
**STORY OF MANKIND, THE**—Ronald Colman, Hedy LaMarr, Charles Coburn.
**WITH YOU IN MY ARMS**—Tab Hunter, Etchrika Choureau, J. Carroll Naish.

## English Films

(Distributors' addresses will be furnished on request)

**WEE GEORDIE**—C—Bill Travers, Alastair Sim, Norah Gorsen—Highly amusing entry—93m.—1-23-57—4280—Times.

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ANGELS OF DARKNESS**—D—Linda Darnell, Anthony Quinn, Valentina Cortesa—Exploitation item—84m.—1-23-57—4281—Italy—Dubbed in English—Exelsior.

**DOCTORS, THE**—D—Raymond Pellegrin—Good entry for art spots—92m.—10-31-56—4244—France—Titles—Union-Kingsley Int.—(B).

**DON GIOVANNI**—MU—Filmed grand opera for art spots—153m.—2-20-57—4293—EC—Austria—Festival.

**FRENCH CAN CAN**—MU—Jean Gabin—Interesting import—93m.—10-31-56—4244—TC—France—Titles—UMPO.

**INSIDE A GIRLS' DORMITORY**—C—Jean Marais, Francoise Arnoul—Amusing French whodone-it—100m.—11-14-56—4252—France—Titles—Ellis.

**LA SORCIERE**—D—Marina Vlady—Okay art house entry—97m.—1-23-57—4281—France—Titles—Ellis.

**LOST CONTINENT, THE**—DOC—Directed and produced by Leonardo Bonzi—Interesting documentary—69m.—4-3-57—4310—Color—CS—Italy—Lopert.

**MARCELINO** — D — Pablito Calvo — Interesting, charming import—90m.—10-31-56—4245—Spain—Titles—UMPO.

**NANA**—D—Martine Carol, Charles Boyer—Lavish French drama is tasteless stuff—122m.—4355—EC—France—Titles—Times—(C).

**OBERSTEIGHER DER (THE FOREMAN)**—C—Cute entry for foreign language and art spots—98m.—12-26-56—4271—Austria—Titles—Casino.

**PANTALOONS**—C—Fernandel—Amusing Import with Fernandel—93m.—2-20-57—4293—TC—France—Titles—UMPO—(B).

**PHANTOM HORSE, THE**—Well-made import—90m.—9-5-56—4220—EC—Japan—Titles—Harrison.

**ROYAL AFFAIRS IN VERSAILLES**—D—Sacha Guitry, Claudette Colbert—Lengthy tale of French nobility for art spots—152m.—5-1-57—4320—EC—France—Titles—Times—(B).

**STELLA**—D—Fair Greek offering for art and specialty spots—93m.—6-12-57—4339—(Greek-made; English titles)—(Burstyn)—(C).

**TEL AVIV TAXI**—C—Israeli cast—Fair comedy—70m.—2-20-57—4293—Israel—English dialogue—Principal.

**TEMPEST IN THE FLESH**—D—Francoise Arnoul, Raymond Pellegrin—Highly effective adult import for the art spots—92m.—2-20-57—4294—France—Titles—Pacemaker.

**TWO LOVES HAD I**—MU—Gabriele Ferzatti, Marta Toren, Nadia Gray—Good entry for art spots—98m.—12-26-56—4271—Italy—English dialogue—TC—Jacon.

**VITELLONI**—D—Franco Fabrizi, Leonora Ruffo—Interesting import—103m.—12-12-56—4263 Italy—Titles—API—(B).

**WHITE SHEIK, THE**—C—Alberto Sordi, Brunella Bovo—Highly amusing import—86m.—4-3-57—4310—Italy—Titles—Janus—(B).

## Miscellaneous

(Distributors' addresses will be furnished on request)

**ALBERT SCHWEITZER**—BIOD—Produced and directed by Jerome Hill—Attractive biographical drama for art sports—80m.—3-20-57—4303—EC—(deRochemont).

**BAGDAD AFTER MIDNIGHT**—BUR—For exploitation, burlesque spots—60m.—10-31-56—4245—(Sonney).

**BIG FUN CARNIVAL, THE**—NOV—Marian Stafford, Jared Reed, the Bunin Puppets—Novelty should please youngsters at special showings—90m.—1-23-57—4281—(APA).

**CURFEW BREAKERS**—MD—Paul Kelly, Cathy Downs, Regis Toomey—Mild, inept expose of drug traffic among high school teenagers—70m.—4-3-57—4310—(Screen Guild).

**DANCE HALL RACKET**—MD—Produced by George Weiss; directed by Phil Tucker—For the lower half of indiscriminating expolitations spots—62m.—10-3-46—4235—(Weiss).

**DAUGHTER OF HORROR** (Dementia)—MD—Adrienne Barret—Exploitation entry is only suited for particular situations—60m.—2-20-57—4294—(E.P.I.).

**FLAMING TEEN-AGE, THE**—MD—Noel Reyburn, Ethel Barrett—Amateurish "fast buck" attempt—55m.—5-15-57—4329—(Truman Ent.).

**FLESH MERCHANT, THE**—MD—Fast buck stuff for exploitation spots—59m.—9-19-56—4227—(Sonney).

**FRONTIER WOMAN**—W—Cindy Carson, Lance Fuuller, Ann Kelly—Indian thriller okay for duallers—80m.—1-9-57—4275—EC—Vistarama—(Top).

**IS YOUR HONEYMOON REALLY NECESSARY**—C—Diana Dors—Pleasing bedroom farce—70m.—10-31-56—4244—English—(Brenner).

**LOVE ME MADLY**—C—Marilyn Waltz, Lynn Craig—"Fast buck" compilation—60m.—12-26-56—4271—Part Color—(McCarthy).

**NAKED EYE, THE**—DOC—Written, directed and produced by Louis Clyde Stoumen—Entry on photography for the art and specialty spots—71m.—5-1-57—4320—Part Color—(Film Rep.).

NOAH'S ARK—D—Dolores Costello, George O'Brien, Noah Beery—Museum piece has exploitation possibilities—72m.—7-24-57—4359—(Associated Artists-Dominent)—RE.

OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—10-19-56—4051—EC—Todd-AO—(B)—(Magna).

OEDIPUS REX—D—Players of the Stratford, Ontario, Shakespearean Festival—Strictly for the specialty spots and situations catering to the school trade, drama troups, etc.—88m.—1-23-57—4281—EC—(MPD).

ON THE BOWERY—DOC—Produced by Lionel Rogosin—Off-beat and interesting documentary for specialty spots—65m.—4-17-57—4315—(Rogosin).

ROCK BABY, ROCK IT—MU—Johnny Carroll, Don Coats, Kay Wheeler—Mediocre "beat" film—67m.—5-15-57—4329—(Freebar Dis't).

ROCKIN' THE BLUES—MU—Mantan Moreland, Flourney Miller, Hal Jackson—All Negro rock 'n' roll opus should click in some spots—66m.—4-3-57—4310—(Jewel).

SPELL OF THE HYPNOTIST—MD—Eric Fleming, Nancy Malone—Lower half programmer has exploitation angles—78m.—9-5-56—44221—(E.P.I.).

THEY WHO DARE—MD—Dirk Bogarde, Akim Tamiroff—Interesting war entry—101m.—1-25-57—4092—TC—(Famous).

THRILLARAMA—NOV—Albert Reynolds' wide screen novelty has technical problems, but can be played at many situations as a change of pace—90m.—3-6-57—4299—EC—(Thrillarama).

UNTAMED MISTRESS—NOV—Lower half exploitation subject—70m.—10-31-56—4245—Color—(Armond).

VIOLENT YEARS, THE—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—10-17-56—4239—(Phoenix).

WALK THE DARK STREET—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—10-31-56—4245—(Dominant).

WETBACKS—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—10-31-56—4246—Color—(Gibraltar).

WHITE SLAVERY—DOC—Photographed by Michael Steel—Has exploitation possibilities—56m.—7-24-57—4359—(Eden).

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# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1955-56 shorts product will be found on pages 4321, and 4322 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR.—Ed.)

## Buena Vista

### TECHNICOLOR FEATURETTE

| | | | | |
|---|---|---|---|---|
| | (............) | Cow Dog | E | 22m. 4246 |
| | (............) | Wet Back Island | E | 18m. 4331 |

### PEOPLES AND PLACES

(CinemaScope; Technicolor)

| | | | | |
|---|---|---|---|---|
| | (............) | Disneyland | E | 42m. 4271 |

### WALT DISNEY CARTOONS

| | | | | |
|---|---|---|---|---|
| | (............) | A Cowboy Needs A Horse | E | 8m. 4247 |

### WALT DISNEY CLASSIC CARTOON REISSUES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 74101 | (Aug. 3) | The Hockey Champ | E | 7m. 4208 |
| 74102 | (Aug. 24) | Pluto At The Zoo | G | 8m. 4211 |
| 74103 | (Sept. 14) | Donald's Tire Trouble | E | 7m. 4247 |
| 74104 | (Oct. 5) | The Purloined Pup | G | 7m. 4247 |
| 74105 | (Oct. 26) | Bill Posters | G | 8m. 4252 |
| 74106 | (Nov. 16) | Pluto's Playmate | E | 8m. 4256 |
| 74107 | (Dec. 7) | Donald's Snow Fight | G | 7m. 4283 |
| 74108 | (Dec. 28) | Society Dog Show | E | 7m. 4283 |
| 74108 | (Jan. 18) | Donald's Gold Mine | G | 7m. 4283 |
| 74110 | (Feb. 8) | T-Bone For Two | G | 7m. 4283 |
| 74111 | (Mar. 1) | Dumbell Of The Yukon | G | 7m. 4294 |
| 74112 | (Mar. 22) | Bone Trouble | E | 9m. 4294 |
| 74113 | (............) | Window Cleaners | G | 8½m. 4295 |

## Columbia

### TWO REEL
### COMEDIES
### ALL-STAR

| | | | | |
|---|---|---|---|---|
| 1475 | (Nov. 22) | Pardon My Nightshirt (Clyde) | F | 16m. 4283 |

### ASSORTED FAVORITE REPRINTS (6)

| | | | | |
|---|---|---|---|---|
| 1421 | (Sept. 20) | Clunked In The Clink (Vague) | F | 16m. 4246 |
| 1422 | (Oct. 18) | When The Wife's Away (Hugh Herbert) | F | 17m. 4246 |
| 1423 | (Dec. 12) | She Took A Powder (Vague) | G | 16m. 4294 |
| 1424 | (Jan. 3) | Nervous Shakedown (Herbert) | F | 15½m. 4294 |
| 1425 | (Feb. 7) | A Miss In A Mess (Vague) | F | 15½m. 4303 |
| 1426 | (Apr. 4) | Hot Heir (Hugh Herbert) | F | 18m. 4335 |

### COMEDY FAVORITES RE-RELEASES

| | | | | |
|---|---|---|---|---|
| 1431 | (Oct. 11) | Scooper Dooper (Sterling Holloway) | F | 18m. 4246 |
| 1432 | (Nov. 15) | Jiggers My Wife (Shemp Howard) | F | 18m. 4294 |
| 1433 | (Dec. 20) | The Sheepish Wolf (VonZell) | F | 17½m. 4294 |
| 1434 | (Jan. 24) | Where The Pest Begins (Shemp Howard) | B | 17m. 4294 |
| 1435 | (Mar. 7) | Stage Frights (Collins and Kennedy) | F | 19m. 4335 |
| 1436 | (June 6) | Mr. Wright Goes Wrong (Sterling Holloway) | F | 19m. 4368 |

### CINEMASCOPE MUSICAL TRAVELARKS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1441 | (Feb. 14) | Wonders of New Orleans | G | 19m. 4275 |
| 1442 | (Apr. 18) | Wonders of Washington | E | 20m. 4310 |
| 1443 | (June 27) | Arrivederci Roma | | |

### SERIALS

| | | | | |
|---|---|---|---|---|
| 1120 | (Nov. ) | Hop Harrigan (Reissue) | G | 15ep. 4272 |
| 1140 | (Mar. ) | Congo Bill (Reissue) | G | 15ep. 4311 |
| 1160 | (June 13) | The Green Goddess (Reissue) | F | 15ep. 4347 |

### THE THREE STOOGES (8)

| | | | | |
|---|---|---|---|---|
| 1401 | (Sept. 6) | Hot Stuff | F | 16m. 4246 |
| 1402 | (Oct. 4) | Scheming Schemers | F | 16m. 4259 |
| 1403 | (Nov. 8) | Commotion On The Ocean | F | 16m. 4275 |
| 1404 | (Jan. 17) | Hoofs and Goofs | B | 15½m. 4281 |
| 1405 | (Feb. 28) | Muscle Up A Little Closer | F | 17m. 4294 |
| 1406 | (Mar. 28) | A Merry Mix-Up | F | 16m. 4310 |
| 1407 | (Apr. 18) | Space Ship Sappy | G | 16m. 4345 |
| 1408 | (June 13) | Guns A Poppin' | | |

### One Reel

### CANDID MICROPHONES

(Reissue)

| | | | | |
|---|---|---|---|---|
| 1551 | (Sept. 20) | Series 3, No. 3 | G | 10½m. 4256 |
| 1552 | (Dec. 6) | Series 3, No. 4 | F | 11m. 4295 |
| 1553 | (Jan. 3) | Series 3, No. 5 | G | 10m. 4295 |
| 1554 | (Mar. 7) | Series 3, No. 6 | F | 10m. 4339 |
| 1555 | (..... ) | Series 4 No. 1 | F | 9m. 4369 |
| 1556 | (.......) | Series 4 No. 2 | F | 11m. 4369 |

### CAVALCADE OF BROADWAY

(Reissue)

| | | | | |
|---|---|---|---|---|
| 1951 | (Sept. 6) | Cafe Society | G | 11m. 4256 |
| 1952 | (Nov. 8) | Blue Angel | G | 10½m. 4295 |
| 1953 | (Dec. 21) | Village Born | G | 9m. 4295 |
| 1954 | (Feb. 21) | Leon And Eddie's | G | 11m. 4315 |
| 1955 | (Apr. 11) | The Versailles | G | 10m. 4335 |
| 1956 | (June 13) | The China Doll | | 4369 |

### COLOR FAVORITES CARTOONS

(Technicolor)
(Reissue)

| | | | | |
|---|---|---|---|---|
| 1601 | (Sept. 6) | Leave Us Chase It | F | 6½m. 4247 |
| 1602 | (Oct. 4) | Topsy Turkey | F | 6½m. 4247 |
| 1603 | (Nov. 1) | Silent Tweetment | F | 6½m. 4295 |
| 1604 | (Nov. 15) | Coo-Coo Bird Dog | F | 6m. 4294 |
| 1605 | (Dec. 13) | Concerto In B-Flat Minor | G | 7m. 4294 |
| 1606 | (Jan. 17) | Robin Hoodlum | G | 7m. 4295 |
| 1607 | (Feb. 7) | Fowl Brawl | F | 7m. 4303 |
| 1608 | (Feb. 21) | Magic Fluke | G | 7m. 4311 |
| 1609 | (Mar. 14) | Cat-Tastrophy | F | 6m. 4331 |
| 1610 | (Apr. 4) | Punchy DeLeon | G | 6½m. 4331 |
| 1611 | (Apr. 18) | Wacky Quacky | F | 6m. 4335 |
| 1612 | (June 6) | Grape Nutty | F | 6m. 4368 |
| 1613 | (June 20) | Swing Monkey Swing | G | 7½m. 4368 |
| 1614 | (July 4) | Two Lazy Crows | F | 7m. 4369 |
| 1615 | (July 18) | Indian Serenade | G | 8m. 4368 |

### CINEMASCOPE MAGOOS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1751 | (Sept. 13) | Trail Blazer Magoo | E | 6m. 4246 |
| 1752 | (Oct. 18) | Magoo's Problem Child | G | 6½m. 4246 |
| 1753 | (Dec. 27) | Meet Mother Magoo | E | 6m. 4283 |
| 1754 | (Feb. 21) | Magoo Goes Overboard | G | 6m. 4294 |
| 1755 | (Apr. 25) | Matador Magoo | E | 6m. 4339 |
| 1756 | (June 27) | Mr. Magoo Breaks Par | G | 6m. 4368 |
| 1757 | (July 25) | Magoo's Glorious Fourth | | |
| 1758 | (Aug. 15) | Magoo's Masquerade | | |

### SCREEN SNAPSHOTS

| | | | | |
|---|---|---|---|---|
| 1851 | (Dec. 15) | Hollywood Stars At A Party (Color) | F | 9½m. 4283 |
| 1852 | (Feb. 28) | Hollywood Star Night (Tech.) | G | 10m. 4315 |
| 1853 | (Mar. 28) | WAIF International Ball (Color) | G | 9m. 4347 |
| 1854 | (Apr. 25) | Walter Winchell Party (Color) | E | 9m. 4347 |
| 1855 | (May 30) | Meet The Photoplay Winners | F | 10m. 4371 |
| 1856 | (June 27) | The Mocambo Party | F | 10m. 4371 |

### WORLD OF SPORTS

| | | | | |
|---|---|---|---|---|
| 1801 | (Oct. 25) | Asphalt Playground | G | 10m. 4276 |
| 1802 | (Nov. 29) | Midget Musclemen | G | 9m. 4283 |
| 1803 | (Dec. 27) | Tee Topnotchers | F | 10m. 4295 |
| 1804 | (Jan. 31) | Sharpshootin' Sportsmen | F | 9m. 4295 |
| 1805 | (Feb. 28) | Flying Horses | F | 9m. 4315 |
| 1806 | (Apr. 25) | Winged Fury | E | 9m. 4339 |
| 1807 | (May 30) | Panama Playland | | |
| 1808 | (June 27) | Anglin' Around | G | 10m. 4371 |
| 1809 | (July 25) | Wrasslin' up a Storm | | |

## MGM

### THREE REEL
### CINEMASCOPE SPECIAL

(Eastman Color)

| | | | | |
|---|---|---|---|---|
| A-801 | (Oct. 5) | The Battle Of Gettysburg | E | 30m. 4252 |

### One Reel
### CINEMASCOPE CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| C-831 | (Sept. 7) | Muscle Beach Tom | G | 7m. 4203 |
| C-832 | (Sept. 21) | Millionaire Droopy | E | 7m. 4208 |
| C-833 | (Oct. 12) | Downbeat Bear | G | 7m. 4208 |
| C-834 | (Nov. 16) | Blue Cat Blues | G | 7m. 4299 |
| C-835 | (Dec. 14) | Barbecue Brawl | G | 7m. 4311 |
| C-836 | (Jan. 25) | Cat's Meow | F | 7m.4311 |
| C-837 | (Feb. 22) | Tops With Pops | F | 7m. 4315 |
| C-838 | (Mar. 29) | Give And Tyke | G | 7m. 4315 |
| C-839 | (Apr. 19) | Timid Tabby | G | 7m. 4347 |
| C-840 | (May 17) | Grin And Share It | G | 7m. 4347 |
| C-841 | (June 17) | Feedin' The Kiddie | G | 8m. 4347 |
| C-842 | (July 26) | Scat Cats | G | 7m. 4347 |

### GOLD MEDAL REPRINT CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| W-861 | (Sept. 28) | Polka Dot Puss (T-J) | F | 8m. 4236 |
| W-862 | (Oct. 5) | The Bear And The Bean (B-B) | G | 7m. 4235 |
| W-863 | (Oct. 26) | Heavenly Puss (T-J) | F | 8m. 4235 |
| W-864 | (Nov. 9) | Bad Luck Blackie (T-A) | G | 7m. 4260 |
| W-865 | (Nov. 30) | Cueball Cat (T-J) | G | 7m. 4260 |
| W-866 | (Dec. 7) | Senor Droopy (D) | G | 8m. 4260 |
| W-867 | (Dec. 28) | Little Rural Riding Hood (T-A) | G | 6m. 4260 |
| W-868 | (Jan. 4) | The Cat And The Mermouse (T-J) | G | 7½m. 4311 |
| W-869 | (Jan. 18) | The Cuckoo Clock (T-A) | G | 7m. 4311 |
| W-870 | (Feb. 1) | Tennis Chumps (T-J) | E | 7m. 4311 |
| W-871 | (Feb. 15) | The Bear And The Hare (B-B) | F | 7m. 4311 |
| W-872 | (Mar. 8) | Saturday Evening Puss (T-J) | G | 7m. 4311 |
| W-873 | (Mar. 22) | Garden Gophers (T-A) | F | 7m. 4311 |
| W-874 | (Apr. 5) | Little Quacker | G | 7m. 4359 |
| W-875 | (Apr. 26) | The Chump Champ | F | 7m. 4359 |
| W-876 | (May 3) | Safety Second | G | 7m. 4368 |
| W-877 | (May 24) | The Peachy Cobbler | G | 7m. 4368 |
| W-878 | (June 21) | The Framed Cat | G | 7m. 4368 |

## Paramount

### CARTOON CHAMPION REISSUES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| S16-1 | (Sept. 21) | Mice Meeting You | G | 7m. 4235 |
| S16-2 | (Sept. 21) | Sock-A-Bye Kitty | G | 7m. 4236 |
| S16-3 | (Sept. 21) | Casper's Spree Under The Sea | E | 8m. 4235 |
| S16-4 | (Sept. 21) | One Quack Mind | F | 7m. 4235 |
| S16-5 | (Sept. 21) | Mice Paradise | G | 7m. 4235 |
| S16-6 | (Sept. 21) | Once Upon A Rhyme | G | 8m. 4235 |
| S16-7 | (Sept. 28) | Hold The Lion Please | G | 7m. 4235 |
| S16-8 | (Sept. 28) | Land Of Lost Watches | G | 9m. 4235 |
| S16-9 | (Sept. 28) | To Boo Or Not To Boo | G | 7m. 4236 |
| S16-10 | (Sept. 28) | As The Crow Lies | F | 6m. 4235 |
| S16-11 | (Sept. 28) | Slip Us Some Redskin | G | 7m. 4236 |
| S16-12 | (Sept. 28) | Boo Scout | G | 8m. 4235 |

### CASPER CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| B16-1 | (Nov. 2) | Fright From Wrong | G | 6m. 4256 |
| B16-2 | (Jan. 4) | Spooking About Africa | F | 6m. 4295 |
| B16-3 | (Mar. 1) | Hooky Spooky | F | 6m. 4355 |
| B16-4 | (May 24) | Peekaboo | F | 6m. 4359 |
| B16-5 | (July 19) | Ghost of Honor | | |
| B16-6 | (Aug. 30) | Ice Scream | | |

### HERMAN AND CATNIP CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| H16-1 | (Dec. 7) | Hide And Peak | F | 6m. 4295 |
| H16-2 | (Feb. 22) | Cat In The Act | F | 6m. 4355 |
| H16-3 | (June 14) | Sky Scrappers | | |
| H16-4 | (Aug. 16) | From Mad To Worse | | |

### NOVELTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| P16-1 | (Oct. 19) | Sir Irving And Jeames | G | 7m. 4256 |
| P16-2 | (Dec. 21) | Lion In The Roar | F | 6m. 4295 |
| P16-3 | (Jan. 25) | Pest Pupil | F | 6m. 4295 |
| P16-4 | (Mar. 29) | Fishing Tackler | F | 6m. 4355 |
| P16-5 | (June 7) | Mr. Money Gags | G | 7m. 4355 |
| P16-6 | (July 5) | L'Amour The Merrier | | |

### POPEYE CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| E16-1 | (Oct. 12) | Parlez Vous Woo | G | 6m. 4256 |
| E16-2 | (Nov. 16) | I Don't Scare | F | 6m. 4295 |
| E16-3 | (Dec. 14) | A Haul In One | G | 6m. 4295 |
| E16-4 | (Feb. 8) | Nearlyweds | F | 7m. 4355 |
| E16-5 | (Apr. 5) | The Crystal Brawl | F | 6m. 4359 |
| E16-6 | (May 10) | Patriotic Popeye | F | 8m. 4368 |
| E16-7 | (June 21) | Spree Lunch | | |
| E16-8 | (Aug. 9) | Spooky Swabs | | |

### SPEAKING OF ANIMALS CHAMPIONS

(Reissue)

| | | | | |
|---|---|---|---|---|
| A15-1 | (Sept. 30) | Tain't So | F | 10m. 4044 |
| A15-2 | (Sept. 30) | Monkey Shines | G | 9m. 4044 |
| A15-3 | (Sept. 30) | Be Kind To Animals | E | 8m. 4043 |
| A15-4 | (Sept. 30) | From A To Zoo | E | 9m. 4043 |

### TOPPERS

| | | | | |
|---|---|---|---|---|
| M15-1 | (Oct. 7) | Three Kisses | E | 10m. 4084 |
| M15-2 | (Nov. 11) | Reunion In Paris | G | 10m. 4096 |
| M15-3 | (Jan. 27) | Animals A La Carte | F | 10m. 4105 |
| M15-4 | (Mar. 9) | There's Gold In Them Thrills | F | 10m. 4126 |
| M15-5 | (May 4) | Ups And Downs | G | 9m. 4179 |
| M15-6 | (Aug. 24) | Herman Hickman's Football Review | G | 10m. 4256 |

### VISTAVISION SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| V15-1 | (............) | Bing Presents Oreste | E | 10m. 4126 |
| V15-2 | (June 29) | VistaVision Visits Panama | G | 10m. 4187 |
| V15-3 | (Aug. 3) | VistaVision Visits Gibraltar | G | 10m. 4240 |
| V15-4 | (Oct. 5) | VistaVision Visits Austria | E | 17m. 4252 |

## Republic

### SERIALS

| | | | | |
|---|---|---|---|---|
| 5682 | (Oct. 15) | Federal Operator 99 (Reissue) | G | 12ep. 4246 |
| 5683 | (Jan. 14) | Dangers Of The Canadian Mounted (Reissue) | G | 12ep. 4299 |
| | (............) | The Purple Monster Strikes (Reissue) | G | 15ep. 4323 |

## 20th Century-Fox

### ONE REEL

### CINEMASCOPE

(Color)

| | | | | |
|---|---|---|---|---|
| 7701 | (Jan. ) | Port Of Sports | G | 9m. 4331 |
| 7702 | (Feb. ) | Divided By The Sea | E | 7m. 4331 |
| 7703 | (Mar. ) | Future Baseball Champs (Black and White) | G | 10m. 4331 |
| 7704 | (Apr. ) | Bluefin Fury | E | 8m. 4331 |
| 7705 | (May ) | Orient Express To Hong Kong | G | 9m. 4331 |
| 7706 | (June ) | Guardians Of The North | G | 8m. 4369 |
| 7707 | (July ) | Tempo Of Tomorrow | | |
| 7708 | (Aug. ) | Swamp Boat Sports | | |
| 7709 | (Sept. ) | Midway Medley | | |
| 7710 | (Oct. ) | Journey Thru Ceylon | | |

### TWO REEL

### CINEMASCOPE COLOR SPECIALS

| | | | | |
|---|---|---|---|---|
| 7608 | (Apr. ) | Land Of The Bible (DeLuxe Color) | E | 18m. 4114 |
| 7609 | (June ) | Dark Wave (Technicolor) | E | 23m. 4177 |

One Reel

### CINEMASCOPE TERRYTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5701 | (Jan. ) | John Doormat In Topsy TV | F | 7m. 4315 |
| 5702 | (Feb. ) | Spoofy In Gag Buster | F | 7m. 4355 |
| 5703 | (Mar. ) | Beefy In A Bum Steer | F | 7m. 4355 |
| 5704 | (Apr. ) | Sniffer In The Bone Ranger | | |
| 5705 | (May ) | Gaston Is Here | G | 6m. 4368 |
| 5706 | (June ) | Shove Thy Neighbor | | |
| 5707 | (July ) | Clint Clobber's Cat | | |
| 5708 | (Aug. ) | Flebus | G | 7m. 4331 |

### TERRYTOON TOPPERS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5731 | (Jan. ) | Heckle And Jeckle In Pirate's Gold | G | 7m. 4355 |
| 5732 | (Feb. ) | A Hare-Breadth Finish | G | 7m. 4339 |
| 5733 | (Mar. ) | African Jungle Hunt | F | 7m. 4347 |
| 5734 | (Apr. ) | Dimwit In Daddy's Little Darling | | |
| 5735 | (May ) | Love Is Blind | | |
| 5736 | (June ) | Beauty On The Beach | | |
| 5737 | (July ) | All This And Rabbit Stew | | |
| 5738 | (Aug. ) | Beaver Trouble | | |
| 5739 | (Sept. ) | Mighty Mouse In Goons From The Moon | | |
| 5740 | (Oct. ) | Nutsy In Squirrel Crazy | | |

### MOVIETONE MELODY

| | | | | |
|---|---|---|---|---|
| 7201 | (Nov. ) | Lawrence Welk and His Champagne Music (Reissue) | F | 9m. 4295 |

## Universal-International

Two Reel

### SPECIAL

| | | | | |
|---|---|---|---|---|
| 3601 | (Mar. 4) | Song of The Grape (Color) | G | 20m. 4323 |
| 3602 | (July 8) | So Proudly We Hail (CS) | | |

### MUSICAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 3651 | (Nov. 25) | Riddles In Rhythm | G | 15m. 4283 |
| 3652 | (Dec. 17) | Skylarkin' Time | F | 15m. 4283 |
| 3653 | (Feb. 11) | Rhythms With Regis | F | 14m. 4315 |
| 3654 | (Feb. 25) | Golden Ladder | G | 15m. 4323 |
| 3655 | (Mar. 11) | Swingin' And Singin' | G | 15m. 4331 |
| 3656 | (April 8) | Riot In Rhythm | G | 16m. 4368 |
| 3657 | (May 6) | Dance Demons | G | 15m. 4368 |
| 3658 | (June 3) | Record Hop | | |
| 3659 | (July 1) | Salute To Song | | |
| 3660 | (July 29) | Taps And Tunes | | |

### COLOR PARADES

| | | | | |
|---|---|---|---|---|
| 3671 | (Dec. 24) | Holiday In The Hills | G | 9m. 4283 |
| 3672 | (Jan. 21) | Valley of Two Faces (CS) | G | 10m. 4283 |
| 3673 | (Feb. 11) | Frozen Frontier | G | 9m. 4323 |
| 3674 | (Mar. 25) | Junior Jamboree | G | 9m. 4323 |
| 3675 | (May 20) | Crossroads Of The Ages | G | 9m. 4323 |
| 3676 | (July 1) | The Lion Dancers | | |
| 3677 | (Sept. 2) | Hurray All Boats | | |

### WALTER LANTZ CARTUNES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 3611 | (Dec. 17) | Woodpecker Meets Davy Crewcut | G | 6m. 4283 |
| 3612 | (Jan. 14) | Fowled Up Party | G | 6m. 4283 |
| 3613 | (Feb. 11) | Red Riding Hoodlum | G | 6m. 4283 |
| 3614 | (Mar. 11) | The Plumber Of Seville | F | 6m. 4283 |
| 3615 | (Apr. 8) | Box Car Bandit | G | 6m. 4283 |
| 3616 | (May 6) | Operation Cold Feet | G | 6m. 4283 |
| 3617 | (June 3) | Unbearable Salesman | | |
| 3618 | (July 1) | International Woodpecker | G | 6m. 4323 |
| 3619 | (July 29) | To Catch A Woodpecker | | |
| 3620 | (Aug. 26) | Goofy Gardner | | |
| 3621 | (Sept. 23) | Round Trip To Mars | | |

### VARIETY VIEWS

| | | | | |
|---|---|---|---|---|
| 3691 | (Feb. 4) | Milk Run | G | 9m. 4323 |
| 3692 | (Mar. 4) | Monkeys Are The Craziest | F | 9m. 4323 |
| 3693 | (Apr. 1) | Bear Cubs Go Rural | F | 9m. 4323 |
| 3694 | (May 6) | Brooklyn Goes To Detroit | F | 9m. 4323 |
| 3695 | (June 17) | Washington Zoo | E | 9m. 4371 |
| 3696 | (July 15) | What Is A Safari | | |
| 3697 | (Aug. 26) | Hot Reel | | |

## Warners

### SPECIAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 4911 | (............) | Chasing The Sun | G | 36m. 4252 |

Two Reel

### WARNERCOLOR SCOPE GEMS (4)

| | | | | |
|---|---|---|---|---|
| 4101 | (Oct. 6) | South Of The Himalayas | E | 18m. 4264 |
| 4102 | (Dec. 29) | The Legend Of El Dorado | E | 18m. 4310 |
| 4103 | (July 13) | Blue Danube | | |

### SPECIALS (4)

(WarnerColor)

| | | | | |
|---|---|---|---|---|
| 4001 | (Sept. 8) | East Is East | G | 18m. 4246 |
| 4002 | (Dec. 2) | Howdy Partner | G | 18m. 4311 |
| 4003 | (Mar. 2) | Pearls Of The Pacific | G | 18m. 4368 |

One Reel

### BLUE RIBBON HIT PARADES

(Reissue)

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4301 | (Sept. 15) | Mouse Mazurka | F | 8m. 4247 |
| 4302 | (Oct. 20) | Paying The Piper | F | 7m. 4247 |
| 4303 | (Nov. 17) | Daffy Duck Hunt | F | 7m. 4264 |
| 4304 | (Dec. 1) | Henhouse Hennery | E | 7m. 4272 |
| 4305 | (Jan. 19) | Swallow The Leader | F | 7m. 4323 |
| 4306 | (Feb. 2) | For Scent-Imental Reasons | G | 7m. 4323 |
| 4307 | (Mar. 9) | Mouse Wreckers | G | 7m. 4323 |
| 4308 | (Apr. 6) | Dough For The Do-Do | F | 7m. 4323 |
| 4309 | (Apr. 27) | Fast And Furry-Ous | G | 7m. 4323 |
| 4310 | (May 18) | Bear Feat | E | 8m. 4359 |
| 4311 | (June 15) | Each Dawn I Crow | G | 7m. 4368 |
| 4312 | (June 29) | Bad Ol' Putty Tat | F | 7m. 4368 |
| 4313 | (Aug. 24) | Hippety Hopper | | |

### BUGS BUNNY SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4723 | (Sept. 15) | A Star Is Bored | G | 7m. 4247 |
| 4724 | (Oct. 27) | Wideo Rabbit | G | 7m. 4256 |
| 4725 | (Dec. 15) | To Hare Is Human | F | 7m. 4311 |
| 4726 | (Feb. 9) | Ali Baba Bunny | E | 7m. 4311 |
| 4727 | (Apr. 13) | Bedeviled Rabbit | F | 7m. 4368 |
| 4728 | (May 25) | Piker's Peak | G | 7m. 4368 |
| 4729 | (July 6) | What's Opera Doc? | E | 7m. 4369 |
| 4730 | (Aug. 31) | Mugsy and Bugsy | G | 7m. 4368 |

### MERRIE MELODIES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4701 | (Sept. 1) | Slap Hoppy Mouse | G | 7m. 4227 |
| 4702 | (Sept. 20) | Deduce, You Say! | G | 7m. 4247 |
| 4703 | (Oct. 13) | Yankee Dood It | F | 7m. 4256 |
| 4704 | (Nov. 10) | There They Go-Go-Go | F | 7m. 4256 |
| 4705 | (Nov. 24) | Two Crows From Tacos | G | 7m. 4247 |
| 4706 | (Dec. 8) | The Honey Mousers | G | 7m. 4311 |
| 4707 | (Jan. 5) | The Three Little Bops | E | 7m. 4311 |
| 4708 | (Jan. 12) | Tweet Zoo | F | 7m. 4311 |
| 4709 | (Jan. 26) | Scrambled Aches | F | 7m. 4311 |
| 4710 | (Feb. 23) | Go Fly A Kite | G | 7m. 4311 |
| 4711 | (Mar. 16) | Tweety And The Beanstalk | E | 7m. 4311 |
| 4712 | (Apr. 20) | Boyhood Daze | G | 7m. 4368 |
| 4713 | (May 4) | Cheese It, The Cat | F | 7m. 4368 |
| 4714 | (May 11) | Fox Terror | F | 7m. 4368 |
| 4715 | (June 8) | Steal Wool | F | 7m. 4368 |
| 4716 | (June 22) | Boston Quackie | G | 7m. 4368 |
| 4717 | (July 20) | Tobasco Road | | |
| 4718 | (Aug. 10) | Birds Anonymous | | |
| 4719 | (Aug. 17) | Ducking The Devil | | |
| 4720 | (Sept. 14) | Zoom And Bored | | |
| 4721 | (Sept.28) | Greedy For Tweety | | |
| 4722 | (Oct. 12) | Touche And Go | | |

### WARNERCOLOR SPECIALS (6)

| | | | | |
|---|---|---|---|---|
| 4401 | (Oct. 27) | Playtime Pals | G | 9m. 4247 |
| 4402 | (Mar. 30) | I'll Be Doggoned | E | 10m. 4369 |
| 4403 | (July 27) | Tales Of The Black Forest | | |

### WARNERCOLOR SCOPE GEMS (6)

| | | | | |
|---|---|---|---|---|
| 4501 | (Sept. 22) | Crossroads Of The World | E | 9m. 4276 |
| 4502 | (Nov. 3) | Magic In The Sun | E | 8m. 4283 |
| 4503 | (Feb. 16) | Under Carib Skies | F | 9m. 4323 |
| 4504 | (Aug. 3) | Alpine Glory | | |

## Miscellaneous

| | | |
|---|---|---|
| Bloodstock (BIS) (Color) | F | 15m. 4310 |
| Bespoke Overcoat, The (Arthur) | F | 33m. 4281 |
| Challenge In The Air (BIS) | F | 13½m. 4315 |
| Face Of Lincoln, The (Cavalcade) | G | 20m. 4331 |
| Hidden Talent (McCarthy) | F | 17m. 4272 |
| Impression Of London, An (BIS) (Technicolor) | E | 14m. 4311 |
| Majesty Of The Air (BIS) (Tech.) | G | 21m. 4311 |
| Red Balloon, The (Lopert) (Tech.) | E | 34m. 4310 |
| Suez Canal—(Technicolor)—(deRochemont) | E | 25m. 4221 |
| Trooping The Colour (BIS) (Tech.) | G | 10m. 4331 |
| True Story Of The Civil War, The (Film Representations) | E | 33m. 4331 |
| Undersea Conquest (Lexington) (Color) | G | 18m. 4347 |

# RELEASE DATE GUIDE

…quantity of releases gives way to fewer features of a better quality from most major sources of supply, the so-called National Release Date loses much of its former importance. It is now much more necessary to know the areas in which current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

## NOW IN GENERAL RELEASE

| A.A. | COLUMBIA | M.G.M. | PARAMOUNT | RANK | REPUBLIC | 20th-FOX | U.A. | UNIVERSAL | WARNERS | MISC. |
|---|---|---|---|---|---|---|---|---|---|---|
| **Storm Out Of The West**<br>Dale Robertson, Lois Maxwell, Derek Bond | **Beyond Mombasa**<br>(TC)<br>Cornel Wilde, Donna Reed | **This Could Be The Night**<br>(CS)<br>Jean Simmons, Paul Douglas, Joan Blondell | **Gunfight At The O.K. Corral**<br>(VV-TC)<br>Burt Lancaster, Kirk Douglas, Rhonda Fleming | **Value For Money**<br>(TC-VV)<br>John Gregson, Diana Dors | **Duel At Apache Wells**<br>Anna Marie Alberghetti, Ben Cooper, Jim Davis | **A Hatful Of Rain**<br>(CS)<br>Eva Marie Saint, Don Murray, Lloyd Nolan | **Saint Joan**<br>Richard Widmark, Jean Seberg | **The Girl In The Kremlin**<br>Lex Barker, Zsa Zsa Gabor | **Deep Adventure**<br>(C)<br>Ross Allen, Dottie Lee Phillips | **Johnny Tremain**<br>(TC)<br>(Disney)<br>Hal Stalmaster, Luana Paten, Jeff York<br>(BuenaVista) |
| **Let's Be Happy**<br>(CS-TC)<br>Tony Martin, Vera-Ellen | **Calypso Heat Wave**<br>Johnny Desmond, Merry Anders | **The Little Hut**<br>(C)<br>Ava Gardner, Stewart Granger, David Niven | **The Lonely Man**<br>(VV)<br>Jack Palance, Anthony Perkins, | **Triple Deception**<br>(TC-VV)<br>Michael Craig | **Affair In Reno**<br>John Lund, Doris Singleton, John Archer | **The Abductors**<br>Victor McLaglen, Fay Spain | **Sweet Smell Of Success**<br>Burt Lancaster, Susan Harrison, Tony Curtis | **The Deadly Mantis**<br>Craig Stevens | **A Face In The Crowd**<br>Andy Griffith, Patricia Neal | **Drag Strip Girl**<br>Steve Terrell, Fay Spain<br>(American Int.) |
| **Spook Chasers**<br>Bowery Boys | **The Night The World Exploded**<br>Kathryn Grant, William Leslie | **The Seventh Sin**<br>(CS)<br>Eleanor Parker, Bill Travers, George Sanders | **For Whom The Bell Tolls**<br>(RE)<br>(TC)<br>Gary Cooper, Ingrid Bergman | **The Third Key**<br>Jack Hawkins | **Hell's Crossroads**<br>Stephen MacNally, Peggie Castle, Barton MacLane | **An Affair To Remember**<br>(CS-C)<br>Cary Grant, Deborah Kerr, Richard Denning | **Trooper Hook**<br>Joel McCrea, Barbara Stanwyck | **Man Afraid**<br>(CS)<br>George Nader, Phyllis Thaxter, Tim Hovey | **The D.I.**<br>Jack Webb, Don Dubbins, Jackie Loughery | **Rock All Night**<br>Dick Miller and Platters<br>(American Int.) |
| **Hot Rod Rumble**<br>Leigh Snowden, Wright King | **The Giant Claw**<br>Jeff Morrow, Mara Corday | **Something Of Value**<br>Rock Hudson, Dana Wynter, Wendy Hiller | **The Delicate Delinquent**<br>(VV)<br>Jerry Lewis, Darren McGavin | | **Spoilers Of The Forest**<br>(C)<br>Rod Cameron, Vera Ralston | **Apache Warrior**<br>Keith Larsen, Jim Davis | **The Big Caper**<br>Rory Calhoun, Mary Costa | **The Young Stranger**<br>James MacArthur, Kim Hunter | **The Prince And The Showgirl**<br>(TC)<br>Marilyn Monroe, Laurence Olivier | **Bambi**<br>(TC)<br>(Disney)<br>(RE)<br>(Buena Vista) |
| **Aqua Dive Girl**<br>Mara Carday, Pat Conway | **The Heart Of Show Business**<br>(Ralph Staub) | **Man On Fire**<br>Bing Crosby, Inger Stevens, Mary Fickett | **Beau James**<br>(VV-TC)<br>Bob Hope, Vera Miles, Paul Douglas | | **Man In The Road**<br>Derek Farr, Ella Raines<br>(England) | **Will Success Spoil Rock Hunter**<br>(CS-C)<br>Jayne Mansfield, Tony Randall | **Bayou**<br>Peter Graves, Lita Milan | **Tammy And The Bachelor**<br>(CS-TC)<br>Debbie Reynolds, Leslie Nielsen | **X—The Unknown**<br>Dean Jagger | |
| **Love In The Afternoon**<br>Gary Cooper, Audrey Hepburn, Maurice Chevalier | **Fire Down Below**<br>(CS-TC)<br>Rita Hayworth, Robert Mitchum, Jack Lemmon | **Silk Stockings**<br>(CS-Color)<br>Fred Astaire, Cyd Charisse, Jonis Paige | **Loving You**<br>Elvis Presley, Lizabeth Scott, Wendell Corey<br>(VV-TC) | | **The Weapon**<br>Steve Cochran, Lizabeth Scott, Herbert Marshall | **Seawife**<br>(CS-C)<br>Richard Burton, Joan Collins | **The Monster That Challenged The World**<br>Tim Holt, Audrey Dalton | **Joe Butterfly**<br>(CS-TC)<br>Audie Murphy, George Nader, Burgess Meredith | **The Curse Of Frankenstein**<br>(C)<br>Peter Cushing, Hazel Court | |
| **Daughter Of Dr. Jekyll**<br>John Agar, Gloria Talbott | **20 Million Miles To Earth**<br>William Hopper, Joan Taylor | | **Omar Khayyam**<br>(VV-TC)<br>Cornel Wilde, Debra Paget | | **Beginning Of The End**<br>Peter Graves, Peggie Castle | **Forty Guns**<br>(CS)<br>Barbara Stanwyck, Gene Barry, Barry Sullivan | **The Vampire**<br>John Beal, Coleen Gray | **The Midnight Story**<br>(CS)<br>Tony Curtis, Marisa Pavan, Gilbert Roland | | |
| **Dino**<br>Sal Mineo, Susan Kohner, Brian Keith | **The 27th Day**<br>Gene Barry, Valerie French | | | | **The Unearthly**<br>John Carradine, Allison Hayes | | **The Monte Carlo Story**<br>(TC)<br>Marlene Dietrich, Vittorio De Sica | **Interlude**<br>(CS-TC)<br>June Allyson, Rossano Brazzi | | |
| | **Jeanne Eagels**<br>Kim Novak, Jeff Chandler | | | | | | **The Fuzzy Pink Nightgown**<br>Jane Russell, Keenan Wynn | | | |

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| **The Disembodied**<br>Paul Burke, Allison Hayes | **The Young Don't Cry**<br>Sal Mineo, James Whitmore | **Tip On A Dead Jockey**<br>(CS)<br>Robert Taylor, Dorothy Malone | **Cecil B. DeMille's The Ten Commandments**<br>(VV-TC)<br>(Special Engagements) | **The Black Tent**<br>(TC-VV)<br>Anthony Steel | **Journey To Freedom**<br>Jacues Scott, Geneviv Aumont | **The Unknown Terror**<br>Paul Richards, Mala Powers | **Valerie**<br>Sterling Hayden, Anita Ekberg | **Doctor At Large**<br>(VV-C)<br>(English)<br>Dirk Bogarde | **Band Of Angels**<br>(C)<br>Clark Gable, Yvonne DeCarlo | **I Was A Teenage Werewolf**<br>Michael Landon, Yvonne Lime<br>(American-Int.) |
| **Cyclops**<br>James Craig, Gloria Talbott, Lon Chaney, Jr. | **No Time To Be Young**<br>Robert Vaughn, Dorothy Green | **Decision Against Time**<br>Jack Hawkins<br>(England) | **Stowaway Girl**<br>Trevor Howard, Elsa Martinelli<br>(England) | **A Town Like Alice**<br>Virginia McKenna | **Time Is My Enemy**<br>Dennis Price, Renee Asherson | **Back From The Dead**<br>Arthur Franz, Peggie Castle, Marsha Hunt | **Jungle Heat**<br>Lex Barker, Mari Blanchard | **Run Of The Arrow**<br>(TC)<br>Rod Steiger, Sarita Montiel | **Rising Of The Moon**<br>Frank Lawton, Denis O'Dea | **Invasion Of The Saucer Men**<br>Steve Terrell, Gloria Castillo<br>(American-Int.) |
| **Portland Expose**<br>Edward Binns, Virginia Gregg | **Town On Trial**<br>John Mills, Barbara Bates | **Gun Glory**<br>(CS-C)<br>Stewart Granger, Rhonda Fleming | **Shortcut To Hell**<br>(VV)<br>Robert Ivers, Georgann Johnson | **The Gentle Touch**<br>(T)<br>George Baker | **The Lawless Eighties**<br>Buster Crabbe, Marilyn Saris | **Hell On Devil's Island**<br>Helmut Dantine, Donna Martell | **My Gun Is Quick**<br>Robert Bray | **Joe Dakota**<br>(C)<br>Jock Mahoney, Luana Patten | **The James Dean Story**<br>James Dean | |
| **Death In Small Doses**<br>Peter Graves, Mala Powers | **Pickup Alley**<br>(CS)<br>Victor Mature, Anita Ekberg | **Action Of The Tiger**<br>(CS-Color)<br>Van Johnson, Martine Carol | **Mr. Rock And Roll**<br>Alan Freed, Rocky Graziano, Lionel Hompton | **As Long As They're Happy**<br>(EC)<br>Jack Buchanan, Diana Dors | **Pawnee**<br>(C)<br>G. Montgomery, Lola Albright | **The Sun Also Rises**<br>(C-CS)<br>Ava Gardner, Tyrone Power, Errol Flynn | **Lady Of Vengeance**<br>Dennis O'Keefe, Ann Sears | **Night Passage**<br>(TC)<br>James Stewart, Audie Murphy, Dianne Foster | **The Pajama Game**<br>(C)<br>Doris Day, John Raitt, Carol Haney | |
| **From Hell It Came**<br>Tod Andrews, Tina Carver | **3:10 To Yuma**<br>Glenn Ford, Van Heflin, Kathryn Grant | **House Of Numbers**<br>Jack Palance, Barbara Lang | **The Devil's Hairpin**<br>(VV)<br>Cornel Wilde, Jean Wallace | **Jacqueline**<br>John Gregson, Kathleen Ryan | **Last Stagecoach West**<br>Jim Davis, Mary Castle | **Three Faces Of Eve**<br>(CS)<br>David Wayne, Joanne Woodward | **Chicago Confidential**<br>Brian Keith, Beverly Garland | **The Land Unknown**<br>(CS)<br>Jock Mahoney, Shawn Smith | | |
| **Man From Monterey**<br>Sterling Hayden, Pamela Duncan | **The Brothers Rico**<br>Richard Conte, Dianne Foster | **The Hired Gun**<br>Rory Calhoun, Anne Francis | **The Joker Is Wild**<br>(VV)<br>Frank Sinatra, Jeanne Crain | **Pursuit Of The Graf Spee**<br>(TC-VV)<br>John Gregson | **Taming Sutton's Gal**<br>John Lupton, Gloria Talbott | **The Deerslayer**<br>(C-CS)<br>Lex Barker, Forest Tucker, Cathy O'Dannell | **Gunsight Ridge**<br>Joel McCrea, Mark Stevens, Joan Weldon | **Jet Pilot**<br>(TC)<br>John Wayne, Janet Leigh | | |
| **Teenage Doll**<br>June Kenney, John Brinkley, Fay Spain | **The Parson and The Outlaw**<br>(TC)<br>Anthony Dexter, Buddy Rogers, Marie Windsor | | **Sailor Beware**<br>(RE)<br>Dean Martin, Jerry Lewis | | **Hell Canyon Outlaws**<br>Dale Robertson, Brian Keith, Rosanna Rory | **No Down Payment**<br>(CS)<br>Jeffrey Hunter, Sheree North, Tony Randall | **Enemy From Space**<br>Brian Donlevy | **That Night**<br>John Beal, Augusta Dabney | | |
| **Crime Beneath The Sea**<br>Mara Corday, Pat Conway | **Woman Of The River**<br>(TC)<br>Sophia Loren, Gerard Oury | | **Jumping Jacks**<br>(RE)<br>Dean Martin, Jerry Lewis | | **Operation Conspiracy**<br>Philip Friend, Mary Mackenzie | **The Copper Sky**<br>Coleen Gray, Jeff Morrow | **The Careless Years**<br>Dean Stockwell, Natalie Trundy | **Man Of A Thousand Faces**<br>(CS)<br>James Cagney, Dorothy Malone | | |
| **Naked In The Sun**<br>(C)<br>James Craig, Barton MacLane, Lita Milan | | | | | **The Wayward Girl**<br>Marcia Henderson, Peter Walker | | **Street Of Sinners**<br>Gea. Montgomery, Geraldine Brooks | | | |
| | | | | | | | **Satchmo, The Great**<br>Louis Armstrong | | | |

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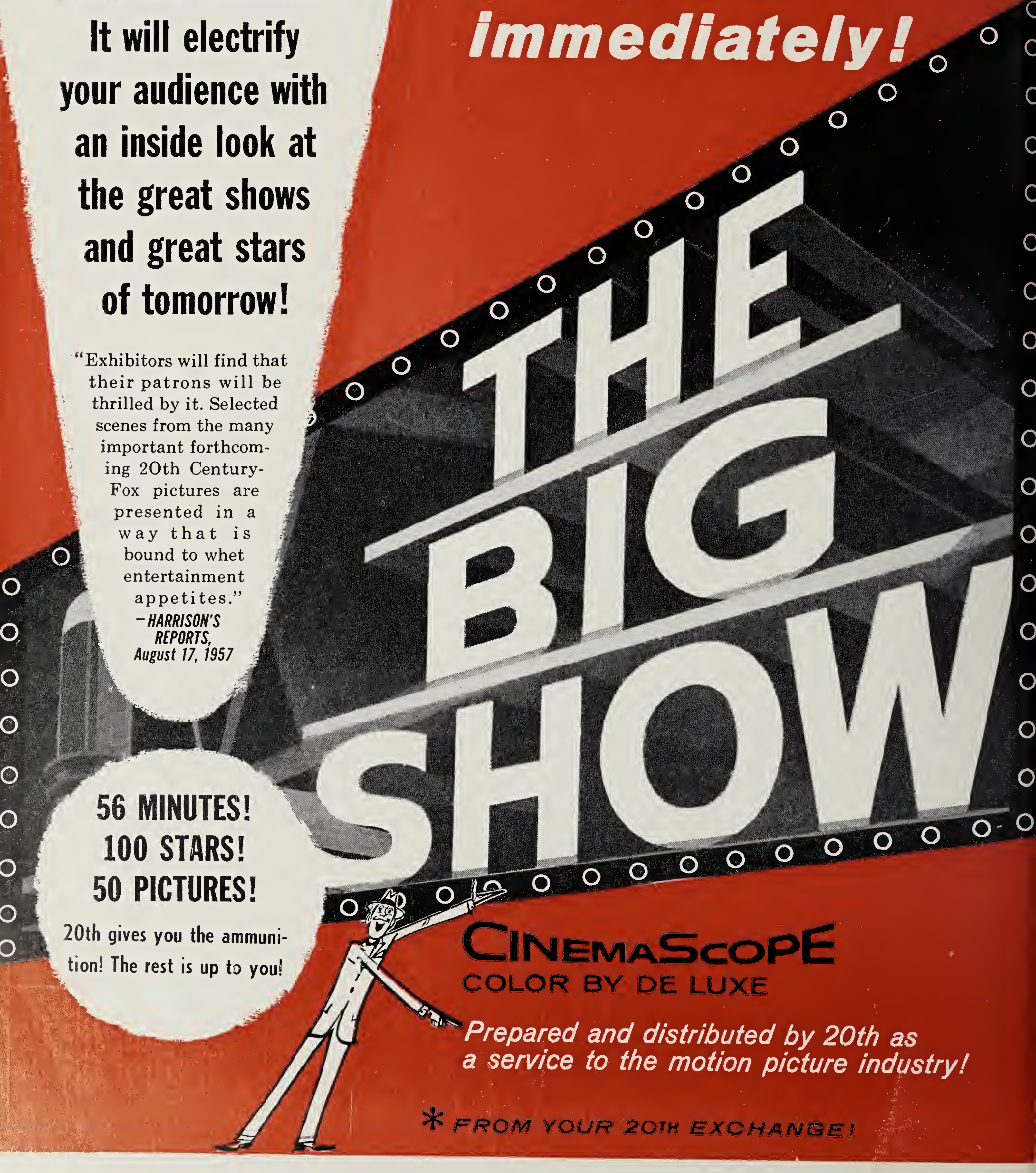

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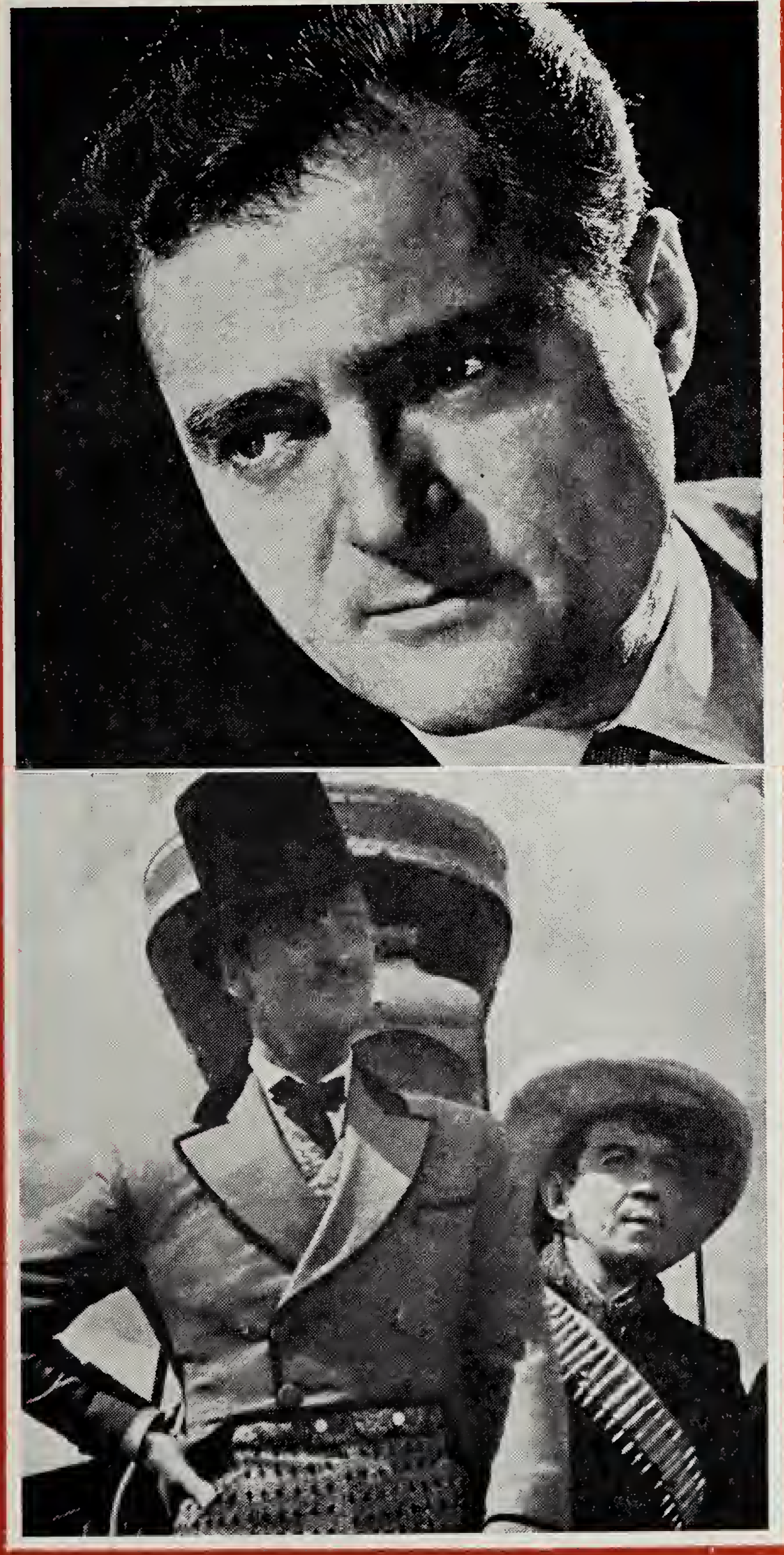
MOTION PICTURE

# EXHIBITOR

SEPTEMBER 4, 1957 VOLUME 58 NUMBER 19

IN TWO SECTIONS • THIS IS SECTION ONE



## *The Die Is Cast On Cable TV*

editorial

## Vogel Victor In Court Test

*(page 5)*

## N. Y. Prepares For "Jubilee"

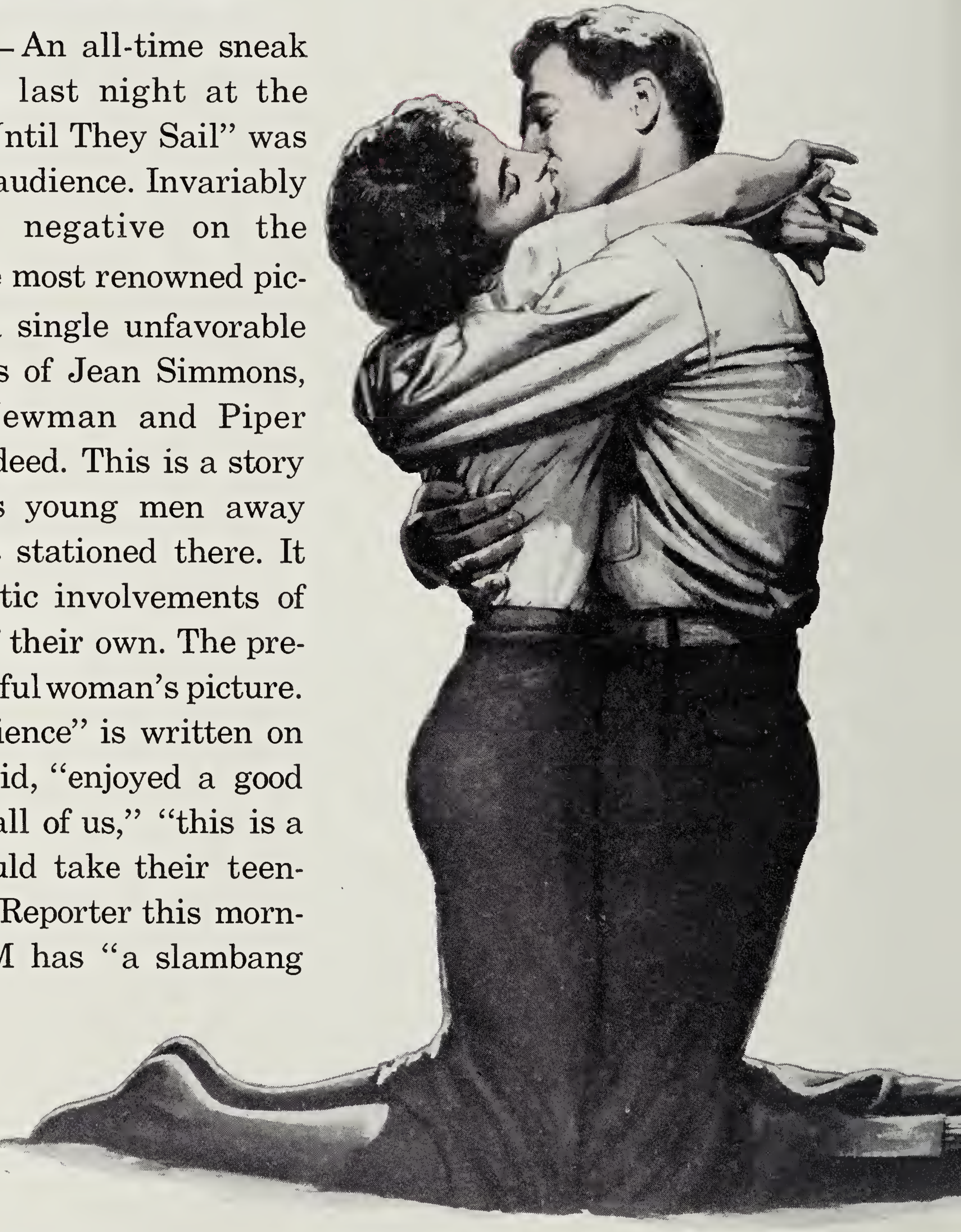
*(page 6)*

AND FEATURING:
THE SERVISECTION

Michael Todd impressed exhibitors from all over the country as a red-hot showman as he demonstrated the effectiveness of 35mm exhibition of "Around The World In 80 Days" (see film still).

# "MGM's 'UNTIL THEY SAIL' SLAMBANG, SURE-FIRE WINNER." —*Hollywood Reporter*

**IT SETS A NEW PREVIEW RECORD!**
**Read every word of this news flash!**



ENCINO, CAL., Aug. 21—An all-time sneak preview record was set last night at the Encino Theatre where "Until They Sail" was shown to an enthusiastic audience. Invariably some patron enters a negative on the preview card for even the most renowned picture, but there was not a single unfavorable vote for the performances of Jean Simmons, Joan Fontaine, Paul Newman and Piper Laurie—a rare tribute indeed. This is a story of New Zealand with its young men away at war and U.S. Marines stationed there. It treats frankly the romantic involvements of these girls without men of their own. The preview cards forecast a powerful woman's picture. "A great emotional experience" is written on many of them. Others said, "enjoyed a good cry," "it's something for all of us," "this is a picture that parents should take their teenagers to see." Hollywood Reporter this morning forecasts that M-G-M has "a slambang sure-fire winner."

LOVE
LOVE
LOVE **UNTIL THEY SAIL**

Starring
**JEAN SIMMONS · JOAN FONTAINE · PAUL NEWMAN · PIPER LAURIE**
With CHARLES DRAKE · SANDRA DEE · Screen Play by ROBERT ANDERSON · Based Upon a Story by JAMES A. MICHENER · In CinemaScope
Directed by ROBERT WISE · Produced by CHARLES SCHNEE
An M-G-M Picture

MOTION PICTURE EXHIBITOR

Member Audit Bureau of Circulations

SEPTEMBER 4, 1957

VOLUME 58 NUMBER 19

## MIKE TODD . . . RED-HOT SHOWMAN

There may be those who think that Mike Todd is just plain lucky. After all, it isn't everyone who produces only one motion picture and has it turn out as certain of place among the top five grossers of all time. It isn't everyone who becomes a millionaire from the first 43 theatre dates to play his production. And it isn't everyone who marries Liz Taylor, either. But, the 125 top theatre executives who spent the day at what might be called his "Mike Todd Convention" in Asbury Park, N. J., recently, will assure you that it's a lot less luck than dramatic showmanship, a quick mind, nerve, a facile tongue, and the most two-fisted salesmanship that this industry has seen in many a day.

The 125 top theatre executives travelled from all corners of the country to get there. They paid their own expenses. They put up with inconveniences. And for six hours or more Mike Todd did nearly all the talking, and held their individual attention every minute. Mike talked of his own experiences with showing "AROUND THE WORLD IN 80 DAYS" on the expensive Todd-AO equipment. Of his later experiments with the use of 35 mm. squeeze prints. And of his conviction that, with large screen size, proper projection angle, and good sound, both he and the general public would have difficulty distinguishing between the methods. Step by step, Mike made his point that the public was shopping for entertainment, and not for "scopes," for message pictures, or for production, distribution, or exhibition tricks. That it was this industry's job to package that entertainment with the best eye appeal, ear appeal, and theatre comfort appeal of which we are capable. He claimed that this accounted for the success of "80 DAYS" right up to now, and promised that he would insist that the balance of the first 400 dates follow through with the same basic appeals, and roadshow methods whether or not Todd-AO is available!

125 top theatre executives listened. And seemed to be convinced.

They also seemed to be convinced that Mike Todd was one red-hot showman.

We agree!

## THE DIE IS CAST ON CABLE TV

Only yesterday (Sept. 3) the acid test of public acceptance of Telemovies (current first-run features distributed by cable to TV sets in patron's houses) was due to be started in Bartlesville, Okla. In this relatively isolated town, where all theatres are owned by the same circuit, and where that circuit is willing to risk the big initial investment, some pretty important conclusions will be reached, certain to affect the future of the theatre industry as it is now known.

Bartlesville is in the heart of the oil district, so its economy is possibly richer than many other areas of the nation ($6,000 annual average income per family); but after the first month of free pictures (starting with "PAJAMA GAME," "NIGHT PASSAGE," "THE GREAT MAN," etc. under a noon to midnight grind policy) they are going to be asked come Oct. 1 to pay $9.50 per month for 13 first-run features, and a constant choice of re-runs. If all of its 8,000 TV set equipped homes subscribe, it would mean a monthly gross of $76,000; or, forgetting the re-runs and reissues, about $5,800 gross per feature. Lesser numbers would result in lesser grosses. And there would still be the possibly greatly reduced grosses from the circuit's two roofed and two drive-in theatres, scheduled to play the same shows day-and date.

All of this time the people of Bartlesville will have available *for free* the shows on three TV stations. And all of this time those big CinemaScope, VistaVision, and other large screen features will be reduced or chopped to fit a 21 or 24 inch TV screen; and the full, rich theatre sound will be held to the limitations of that necessarily cheap speaker in an assembly-line TV set. This is the choice of the people of Bartlesville. If they pay the $9.50 monthly, in a sufficient number to make the deal commercially profitable, a completely new facet of this industry will be born. If they don't, the effort will be abortive.

It's that simple!

## RANDOM SHOT

• In a press conference attendant to the signing of a recent bill increasing the penalties for the sales of obscene literature, Governor George M. Leader of Pennsylvania added the following gratuitous views: "*My only regret is that the legislature did not see fit to enact a law providing for censorship of motion pictures. I wish that bill had reached my desk; I would have signed it happily.*" This is the same governor who recently vetoed a bill that would stop local communities from taxing amusement admissions, a distinction in which Pennsylvania leads with more such local taxes than the entire balance of the U. S. A. Guess he just doesn't like motion pictures. And theatremen should remember when the election season comes along with its newsreel clips, etc.

*Jay Emanuel*

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## City Cooperation Spurs N. Y. Filming Activity

NEW YORK—Mayor Robert Wagner's efforts to encourage more motion picture production in New York have led to the creation of a special service to producers to expedite location shooting and reduce greatly the cost of making pictures here.

First picture to benefit from the experiment is Knight Productions' "Woman Without Shadow," currently being produced in New York by Ki Brown for RKO Radio Pictures.

Brown was enthusiastic about new city cooperation following the first week of location shooting. "The speed with which we managed to move about is unbelievable," he said. "In a single day we covered as many as 19 different locations. We had no trouble covering 12 sites a day, which is twice as much as we were able to cover formerly. As a result, our costs are about half of what they were on my other two pictures. I can't express how grateful I am to the city officials who are making this possible."

The New York City experiment, which will be adopted permanently if it meets with general approval, is the result of efforts by Wallace Ross, secretary of the Independent Film Producers Association, and several city officials interested in returning a large share of motion picture production to New York.

Mayor Wagner designated Leo A. Larkin to explore ways for the city to facilitate the efforts of producers making pictures here. Through Larkin's efforts, a special police detail was assigned to the production of "Woman Without Shadow." All police matters are cleared through this detail. Formerly, producers were required to make arrangements through the individual precinct station in whose territory the unit was shooting. This prevented flexibility of movement and delayed shooting because of red tape.

**Paramount president Barney Balaban, standing, recently signed W. C. Handy, composer of the "St. Louis Blues," to an agreement, whereby the company will make a film biography of Handy, titled "St. Louis Blues." Nat King Cole has been signed for a starring role.**

## NT Drive Launched

HOLLYWOOD—Frank H. Ricketson, Jr., general manager, National Theatres, last fortnight was on a tour of the circuit to spark a Fall attendance drive of the 350 houses.

Multiple activities include a stepped up ad-exploitation campaign which embraces back to school shows, special previews, sponsored kids' matinees, merchandise tie-ups, etc.

## SBA Grants Disaster Loans

WASHINGTON — Two Texas drive-ins which suffered flood damage recently have been granted what is known as "disaster" loans by the Small Business Administration it was learned last week. The spots are the Twin Sheppard, Wichita Falls, and the Dairyland, Kileen.

# BROADWAY GROSSES

(As of this Monday)

## Holiday Provides Boost

NEW YORK—The Labor Day holiday, despite perfect weather, boosted the top first-run attractions to quite satisfactory grosses.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"LOVE IN THE AFTERNOON"** (Allied Artists)—Paramount ($47,654)*—Second session should hit $50,000.

**"THE SUN ALSO RISES"** (20th-Fox). Roxy ($81,398)—Friday through Monday accounted for $84,279, with the second week bound to top $114,000. Usual stage show.

**"THE PAJAMA GAME"** (Warners). Radio City Music Hall ($146,192)—Thursday through Monday reported at $155,000, with the opening week estimated at $195.000. Usual stage show.

**"JEANNE EAGELS"** (Columbia). Capitol ($39,813)—Opening week anticipated at $60,000.

**"3:10 TO YUMA"** (Columbia). Astor ($24,578)—First week expected to better $26,000.

**"CHICAGO CONFIDENTIAL"** (UA). Victoria ($21,930)—Opening week only $18,000.

**"MAN ON FIRE"** (MGM). Loew's State ($18,644)—Second, and last, week dropped to $17,000.

**"MAN OF A THOUSAND FACES"** (U-I). Palace—Third week reported at $27,000.

**Figures in parentheses reflect 1956 weekly average as reported in MOTION PICTURE EXHIBITOR.*

## Oscar F. Neu Mourned

NEW YORK—Oscar F. Neu, 71, owner and president of Neumade Products Corporation, manufacturers of equipment for motion pictures, radio, and television, died last week at his home in Crestwood, N.Y. He is survived by his wife, a daughter, two sons, and six grandchildren.

Neu had been active in motion picture industry affairs. He was co-founder of Theatre Equipment and Supply Manufacturers Association and served as its president from 1946 to 1951. In 1955 he was elected president emeritus, the only member of that organization to have been so honored.

In addition to his activity with Theatre Equipment and Supply Manufacturers Association, he was a member of the Motion Picture Pioneers and Variety Clubs International. He was a fellow and governor of the Society of Motion Picture and Television Engineers. Neu also was a 32nd degree Mason, Shriner, and member of Normal Lodge 523, F & AM.

## The NEW YORK Scene

### By Mel Konecoff

I HAVE RETURNED: Producer David O. Selznick returned here after six months of filming "A Farewell To Arms" for 20th-Fox with the comment that he wished toll-TV would get here in a hurry. This would be wonderful from the producer's viewpoint, he said, enabling him to get a higher and much more rapid return on his investment than is now possible through theatres. He called it "the salvation of American production."

He also slapped out at the expensiveness of film distributing, specifying that too many run-of-the-mill features are being made just to keep the distribution system alive and that too many prints of each such feature are being ordered, which reduces producer profit.

"Farewell To Arms" was financed 80 per cent by 20th-Fox and the balance by himself, and he thought it would finally wind up running two-and-a-half hours and be distributed on a modified roadshow basis much as his "Gone With The Wind" was. He expects it to be released around Christmas time. Final production cost will be about $3,900,000, and he thought it would have cost six millions were it made in Hollywood.

Future plans call for pre-production work on "Tender Is The Night" and "Mary Magdalene" which means he will present the package of script, sets, director, and do the editing, and leave the actual filming up to 20th-Fox. Both will star Jennifer (Mrs. Selznick) Jones. He also plans an operetta based on "Gone With The Wind" for the Broadway stage.

He urged the sale of films behind the Iron Curtain if the State Department approves, especially those that show America in a good light. He was in no hurry to sell some of the pictures he produced earlier to TV, preferring instead that they first be reissued to theatres.

**PRODUCTIONS, PRODUCTIONS: Steve Parker, one-time actor turned producer, was in town recently after having returned from Japan, and he announced that his company would make two features there next year, "Fourth Bureau," a spy story to be directed by John Huston who is a partner, which will go after the first of the year possibly with Anthony Quinn, who is very popular there, and "Imperial Hotel, Tokyo," which should roll next fall.**

**Come November, he expects to turn out a filmed spectacular for TV which Gene Kelly**

*Continued on page* 7)

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(Pink Reviews Section)

# Loew's Dissidents Lose Court Fight

## Briskin, Mayer Election, Other Actions Ruled Invalid; New Move Seeks To Enjoin Sept. 12 Stockholder Meet

WILMINGTON, DEL.—In a ruling handed down last fortnight by Chancellor Collins J. Seitz, The Court of Chancery, it was stated that Louis B. Mayer and Samuel Briskin were invalidly elected directors of Loew's, Inc., on July 30, 1957, and will be enjoined from acting as directors.

The Chancellor also stated that "all action except adjournment" taken at the July 30 meeting "will be declared invalid, and the plaintiff (Joseph Tomlinson) and the individual defendants (Mayer and Briskin) will be enjoined from attempting to further implement such action."

The Chancellor said that the motion of the Joseph R. Vogel group for summary judgment was thus granted to the extent outlined above, adding that, "I deny that part of the motion" which "seeks to restrain plaintiff and the individual defendants from interfering with the stockholders' meeting called by the president for September 12."

It was pointed out that Chancellor Seitz's decision was solely in the action in which Tomlinson is plaintiff and Loew's, Inc., Mayer, and Briskin are defendants, on which the Court heard oral argument of counsel Aug. 22. He did not rule on the argument held the same day in the case in which Ralph B. Campbell, Lexington, Ky., stockholder, is plaintiff on the question of whether to issue a preliminary injunction continuing the temporary restraining order which now prevents Loew's, Inc., Vogel, William A. Parker, George L. Killion, and John L. Sullivan from using Loew's funds for solicitation of proxies and enjoining the defendants from allowing Loew's employees to solicit proxies.

With the legal way thus cleared, Joseph R. Vogel, president, Loew's Inc., announced in New York that his special stockholders meeting will be held as scheduled on Sept. 12, only now with the sanction of the courts.

Special counsel Louis Nizer stated, "The Court has upheld Loew's position in every detail. The victory is the stockholders'. The Court has declared Louis B. Mayer and Samuel Briskin to be invalidly elected by the rump Tomlinson group. The Court enjoins them from pretending to act as directors, also, all resolutions adopted by the Tomlinson rump meeting are declared illegal. Furthermore, the Court has forbidden the Tomlinson group to implement the resolutions, one of which attempted to repudiate the special stockholders' meeting called by President Joseph R. Vogel.

"The entire attack of the Tomlinson-Meyer-Mayer faction has been rejected by the Chancellor and the entire position of Mr. Vogel and the executive management has been upheld.

"We are confident that the owners of Loew's will support Mr. Vogel's administration and that peace, harmony, and success will come to this great enterprise."

### Dissidents Denied Reargument Of Mayer-Briskin Ruling

Back in Wilmington, counsel for Mayer and Briskin filed a motion requesting that Chancellor Seitz hear reargument on his Aug. 26 opinion that they were not validly elected directors. It is contended that if a quorum of seven directors had attended the July 20 meeting, four out of the seven could have filled the vacancies.

The motion asserts that company bylaws deal with the situation where there are vacancies and there is a quorum or more of directors in office, and a minority refuses to attend a meeting.

Defendants argue that by giving article five, section two, a broader scope than it received in the Chancellor's opinion of Aug. 26, greater meaning would be given to the by-laws and provision would be made against an impasse caused by the minority directors when there are vacancies. The motion goes on to say that the Chancellor's opinion leaves "a blind spot" in the by-laws insofar as filling vacancies is concerned when there is a quorum of directors remaining in office and they disagree as to who should be elected to fill the vacancies.

The defendants say also that the opinion gives the minority group power to cause an impasse such as the present one, and to prevent the board of directors from functioning and managing the business of the corporation. The management group of Loew's Inc. will have five days to reply to this request for reargument.

The Chancellor denied the motion for reargument, it was learned later.

Counsel for Loew's stockholder Ralph B. Campbell, Lexington, Ky., filed two motions, one seeking a preliminary injunction to enjoin the Loew's Inc. stockholders meeting scheduled for Sept. 12; and the other seeking a stay or postponement of the meeting. Argument on these motions was to have been heard Friday, Aug. 30, by Chancellor Seitz.

Grounds for enjoining the meeting are that it was illegally called, that proxies solicited are invalid, and that President Vogel did not have the power to call such a meeting without board authority because of the meeting's scope. The stay or postponement of the meeting is sought because at a conference Aug. 27, Chancellor Seitz indicated he would not grant a preliminary injunction prior to Sept. 12.

It is contended no injury would be suffered by Loew's if a postponement of the Sept. 12 meeting were granted, and granting the postponement would allow time for the court to consider a preliminary injunction "in the event the court is not inclined to permanently enjoin" the meeting.

Another reason advanced is that the stockholders should have an opportunity to learn that the proxy solicitation by Vogel is not a proxy statement of management and is his own individual solicitation. In the event the Court of Chancery should hold that the proxies solicited by Vogel should not be voted, the motion adds, "there is a possibility that a great number of stockholders would be completely disenfranchised and therefore unable to vote at said meeting, or if the meeting is held, their proxies may not be counted."

Meanwhile, large-scale solicitation of proxies for the Sept. 12 stockholders' meeting were said to have been held up pending clearing of the action with the Securities and Exchange Commission.

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## Syndicate Circuit Enjoined On "Commandments" Date

**INDIANAPOLIS—A temporary injunction was obtained in Federal Court here last fortnight by Paramount to halt Syndicate Theatres from carrying out what was said to be a threat to exhibit "The Ten Commandments" at the Crest, Wabash, Ind., longer than the two weeks contracted for.**

**The film ended its engagement Aug. 24, where it was shown on a "pay what you choose" policy.**

**Trueman T. Rembusch, secretary-treasurer, Syndicate, claimed that under the contract with Paramount, the circuit had a right to extend the engagement of the film; but this is disputed by the film company.**

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## Solons Blast Toll-TV; Bill Would Prohibit It

WASHINGTON—Senators S. L. Holland, D., Florida; Charles E. Potter, R., Michigan; and Frank Lausche, D., Ohio, members of the Commerce Committee, which may hold meetings in January on the Thurmond Bill to prohibit subscription television, voiced to the Senate last fortnight their opinions on the matter.

Senator Holland said "The impact of the television industry upon the motion picture industry has already been very severe. Within recent years Congress has twice provided special tax relief in order to help the motion picture industry to survive. The installation of pay television would much more than undo what we have attempted to do."

Senator Potter also assailed pay-TV.

Senator Lausche said, "Eventually the condition would be that good programs would be available only to those who pay and not to those who cannot pay . . . and pay-TV will have a monopoly."

Senator Stron Thurmond, D., S. C., said that the FCC should not approve the system while there is doubt of its legal authority to do so, and urged Congress to take action on his Bill."

## Einfeld Heads Fund Drive

NEW YORK—S. Charles Einfeld, vice-president in charge of advertising, publicity, and exploitation for 20th-Fox, has been named chairman of the motion picture division of Muscular Dystrophy Associations of America, Inc., it was announced last week by William Mazer, MDAA president.

Einfeld will organize support among individuals and firms in the motion picture industry for the 1957 MDAA campaign for funds to increase research into the crippling, muscle-wasting disease which afflicts more than 200,000, most of them children in whom it is always fatal.

## NT Convention Set

LOS ANGELES—With the spotlight focused on its new large screen process, Cinemiracle, National Theatre, Inc., will hold its annual four-day convention Sept. 23-26 at the Alisal Ranch and Resort in Solvang, Cal., with president Elmer C. Rhoden presiding.

Over 100 of the circuit's top executives, department heads and district managers will be in attendance from the 21 states in which NT operates 350 movie houses.

# Telemovies Launched In Oklahoma; Gradual Acceptance Is Predicted

OKLAHOMA CITY — Video Independent Theatres, Inc., expects its telemovie operation at Bartlesville, Okla., to build public acceptance gradually, rather than to become an overnight smash hit, Henry S. Griffing, Video president, said last week.

As telemovies neared the ready-for-business stage at Bartlesville, Griffing cautioned against expecting too much too quickly—although Video is as optimistic as ever that TM will be a success.

"From our past experience with community antenna systems, we know this thing won't go off all at once like a firecracker," he said. "The people of Bartlesville are going to have to be sold on it, one family at a time, and it will take a while. We're sure it will be a year or more before the public learns the pleasure of telemovies in the home."

Oct. 1-6 has been designated as the official premiere week, to be marked by ceremonies arranged by Phil Hays, Video manager at Bartlesville. All segments of the industry will be invited to inspect the facilities and see the operation for themselves.

Griffing said the September program, launched yesterday (Sept. 3) will start with Warner's "Pajama Game," followed by Universal's "Night Passage" and "The Great Man."

Video's president expressed gratification at the cooperative attitude shown by most of the major distributors in lining up motion pictures.

"We all know the success of our operation will depend on giving the public good pictures," he acknowledged. "We realize the entire industry is watching what we do at Bartlesville, and it's our hope that we can contribute to a new era of merchandising in the motion picture business."

### AA Names Murray

NEW YORK—Norton V. Ritchey, president of Allied Artists International Corporation, last week announced the appointment of Kenneth W. Murray as United Kingdom representative for Allied Artists International.

Murray, a veteran of 20 years with Associated British-Pathe, Ltd., has resigned his position as secretary of that organization to take on the new post. AA International's former U. K. representative for many years was C. G. Dickinson, recently deceased.

### Anti-Trust Suit Dismissed

NEW YORK—The $32,100,000 anti-trust suit of Konczakowski Theatres against the eight major distributors and their subsidiaries, which claimed illegal monopoly and discrimination on the part of the defendants in the matter of booking theatres in the Buffalo, N. Y., area, was dismissed with prejudice last fortnight under a stipulation and agreement signed by both plaintiff and defendants. The case was before Justice William B. Herland.

### Fannin Joins NTA

NEW YORK—A. W. Schwalberg, director of NTA Pictures, Inc., last week announced the appointment of Glenn Fannin, Dallas, as south central division sales manager.

Fannin will supervise the distribution of NTA product in the Dallas, Oklahoma City, Memphis, and New Orleans territories.

He formerly occupied executive sales Posts with I.F.E and D.C.A.

## No Seating During Climax Of "Eve," Fox Insists

**NEW YORK—An agreement not to seat any person during the climactic ending of "The Three Faces of Eve" will be made a condition of sale by 20th-Fox in the distribution of the Nunnally Johnson CinemaScope production.**

**The announcement was made by general sales manager Alex Harrison, who also stated that exhibitors will be asked to prominently feature starting times in all their advertising and in front of their theatre.**

## Dance Studio, Theatres In Interstate Tieup

HOUSTON—Interstate Theatres, with show business acumen, tied their Houston theatres and Fred Astaire Dance Studio together in a special summer "entertainment package" which served to promote both arms of their entertainment enterprises in the Texas city.

Labelled "The Fred Astaire Summer Festival Entertainment Package," the campaign ads in the newspaper proclaimed:

"Here's the complete entertainment package to provide the utmost in dancing, fun-filled, movie-going pleasure."

The rest of the ad copy, superimposed over a ben-day dance pose of Fred Astaire and glamorous partner, told about private lessons in private studios, the sparkling fun-filled dance parties, the group dances in the Almeda Ballroom, and other studio enjoyment.

Then, with the package deal, each patron was given "Ten tickets to your favorite Interstate Theatre."

## Leading Exhibs Head TOA Convention Unit

NEW YORK—Leading exhibitors from the west, central, south, and east have been appointed by Ernest G. Stellings, president, Theatre Owners of America, as co-chairmen of the 1957 TOA 10th Anniversary Convention. Serving as co-chairmen with Mitchell Wolfson, honorary chairman, will be Albert Forman, president, Oregon Theatres Association; Paul L. Krueger, president, Wehrenburg Theatres, and vice-president, Missouri-Illinois Theatres Association; Henry G. Plitt, president, Paramount Gulf Theatres; and Philip F. Harling, chairman of the toll-TV and SBA committees, and an executive of Fabian Theatres, New York.

Ernest Stellings, in announcing the appointments, stated, "TOA is indeed fortunate to have men of this high calibre to plan and direct this all important conclave, commemorating 10 years of progress and achievement. While progress has been made, this is still a crucial period for the industry, and we of TOA must meet the challenge with vigor, determination, and optimism. In November, at Miami Beach, around the conference table and in the convention hall, the future will be faced realistically, and the solutions to our problems will be attacked with creative thinking and new approaches. We as exhibitors are willing to do our share, and with the cooperation of distribution and production, we feel confident that long range plans can be executed for the purpose of arresting the trend of declining admissions in our theatres. Our major objective for this year's convention is to formulate and execute such a plan of action. The 10th Anniversary Convention and its achievements will further insure the future of the theatre."

### "Balloon" Honored

NEW YORK—The Golden Laurel Awards management announced last week the decision of its jurors to present a Special Award to the featurette "The Red Balloon" at the eighth annual presentation of the Golden Laurel Awards at The Edinburgh Film Festival in Scotland on Sept. 8.

# New York Prepares Huge Welcome For "Golden Jubilee" Delegation

NEW YORK — Martin Davis, chairman, New York committee for the Hollywood Golden Jubilee celebration, met last week with the members of his committee and discussed plans for a two-day celebration on Nov. 7 and 8. Preliminary plans include welcome at City Hall by Mayor Wagner, a civic luncheon, and a reception by Governor Harriman.

It is planned for the visiting Hollywood delegation of some 15 to 20 personalities to attend special celebrations in the various boroughs and to wind up with a massive Times Square celebration and the dedication of a permanent plaque commemorating 50 years of Hollywood motion picture production. Chairman Davis appointed the following sub-committee chairmen who will be assisted by representatives of all of the advertising and publicity departments of the major producer-distributor companies as well as their opposite numbers in exhibition. The sub-committee chairman are publicity and exploitation committee, Ira Tulipan (Fox) and Charles Cohen (Warners); industry tie-ins committee, Phil Gerard (Universal); reception committee, Robert K. Shapiro (Paramount Theatre); special events committee, Martin Levine (Brandt Theatres); borough celebrations, Don S. Rugoff (Rugoff and Beaker Theatres) and D. J. Phillips (MMPTA); civic luncheon committee, Mort Nathanson (United Artists), William Percival (Department of Commerce) and Anthony Akers (representing Governor Harriman); and Ed Sullivan Show committee, Martin Davis (Allied Artists).

Some 20 publicity and exploitation ideas were put forth by the committee and will be studied by the several sub-committees concerned. The full committee will meet again to finalize the two-day schedule and plans on Sept. 9.

The New York committee is in daily contact with the coast committee now involved in setting up plans for the Golden Jubilee tour. Following appropriate kick-off ceremonies on Oct. 14 in Hollywood, the group will visit some 20 or more cities before arriving for the final wind up two-day celebration in New York.

## MerchandisingStressed As Top Boxoffice Aid

KANSAS CITY—"The future is assured if both distributors and exhibitors collectively roll up their sleeves and do the kind of merchandising job which has characterized our industry since the earliest days of motion pictures," 20th-Fox advertising director Abe Goodman told a convention of Fox Midwest Amusement Corporation executives and theatre managers last week.

Representing vice-president Charles Einfeld, Goodman detailed 20th's elaborate 1957-58 production schedule and assured the gathering that the company's merchandising plans for present and future product encompass aggressive selling at both the national and local levels. Fox will use every media of communication, Goodman stated, to pre-sell these attractions to the millions of moviegoers throughout the country.

Goodman urged the gathering to submit their comments and promotional ideas at any time. He pointed out that the men in the field have the actual day-by-day information and experience that counts in selling pictures. "Only if we work together," he declared, "can we insure the maximum boxoffice return on each attraction."

Goodman further asserted, "20th today is a modern jet-streamlined operation with a flexible big-time new look. We produce pictures simultaneously in every part of the world. We can at the same time be in Spain for "The Sun Also Rises," in the mountains of Italy for "A Farewell To Arms," in Georgia for "The Three Faces of Eve," in Barbados for "Island In The Sun," etc.

## Telemeter Franchise Applications Show Exhibitor Interest—Balaban

NEW YORK—After three weeks of demonstrations of Telemeter, the Paramount pay-as-you-see TV system for the home, officials of the company reported to the press that 1,700 people in various sections of industry had witnessed the proceedings including 250 exhibitors representing 3,500 to 4,500 theatres. These theatres represented 75 per cent of the national gross in the U. S. Telemeter has 75 to 100 applications for franchises in their files, it was claimed, including those from some interested circuits.

Company president Barney Balaban reiterated that Paramount was interested because of the large untapped audience that was available. Said he, we need them and we'll go after them with pay-as-you-see TV. He claimed the company was forced to go after additional markets as a matter of good business, and Paramount was prepared to service other pay-as-you-see systems than its own should the demand arise and should the terms be attractive.

Questioned as to where all the needed program material will come from, Balaban estimated that the total film rental per year from the U. S. amounts to about 350 millions. If this figure can be increased substantially, there will be plenty of people to produce needed films, he said.

Said he of Paramount, we have reached a bottom in the industry and are holding the line with company business very good. If it continues at this rate, the company would be in good shape, but business dictates every effort be made to reach additional people for additional revenue. Said he, we are under a trusteeship to independent producers to get the most money for the product entrusted to us.

## Sunday Movie Question Again On Carlisle, Pa., Ballot

**CARLISLE, PA.—Voters here at the Nov. 5 election will ballot again on the question of Sunday movies in the borough.**

**Borough Council, at a meeting last fortnight, was informed by Tom H. Bietch, counsel for local theatre interests, that a petition asking that the question be placed on the ballot will be ready for presentation to County Commissioners prior to the Sept. 6 deadline for filing.**

**The question of Sunday movies here was defeated in 1949 and 1953.**

## UA Sets Regional Meets

NEW YORK—James R. Velde, United Artists general sales manager, will hold five regional sales meetings in September to set detailed distribution plans for the company's new blockbuster release program, it was announced last week by William J. Heineman, UA vice-president in charge of distribution.

Velde, with eastern and southern division manager Milton E. Cohen, will head conferences with personnel of the Cincinnati, Detroit, Indianapolis and Dallas branches. Western division manager Al Fitter will preside with Velde at planning sessions in Denver.

The meetings will kick off in Cincinnati on Sept. 10.

## The New York Scene

(Continued from page 4)

**is expected to direct and appear in as host. This is to be called "Show Business—Japan." While in Japan, he completed two documentary shorts for the Japanese government, "Onsan" and "Geisha," which detail segments of Japanese life and which will be distributed first in theatres and then on TV with the rights belonging entirely to him.**

**He expects United Artists will distribute both the features and the shorts. It was noted that the Japanese government has named him to act as liaison with American film producers when they arrive to make films there, and he thinks he can ease production friction and hasten productions.**

METROPOLITAN SCENE: Loew's opened "Omar Khayyam" around town last week, and the enterprising publicity department under good old Ernie Emerling had a bewitching babe in costume go around to TV stations and newspaper offices to present a jug of wine, a loaf of bread, and a copy of "The Rubayat" which was a good comment getter. . . . Also, an enterprising theatre staffer at the Loew's Kings by the name of Norman Holden dressed an usher in Persian garb and had him make a pest of himself where Dave Garroway telecasts so that he appeared on TV a number of times, after which he toured Broadway getting more comment. . . . Charles Okun, Coca-Cola good will ambassador, left for England to work on the Variety Club convention there. He is scheduled to return on Oct. 1.

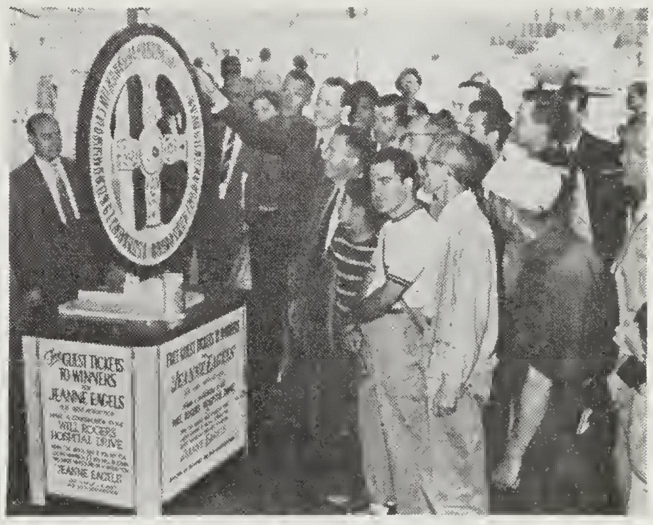
## NTA Buys TV Station

MINNEAPOLIS—Subject to Federal Communications Commission approval, National Telefilm Associates, Inc., has purchased controlling interest in the Minneapolis-St. Paul TV Station KMGM.

Under terms of the sale, NTA will acquire 75 per cent of the stock of United Television, Inc., present owner and operator of the TV property. Loew's, Inc., retains its 25 per cent ownership in the station.

Twentieth-Fox recently acquired a sizeable interest in NTA, which handles that company's films in television circles.

Steve Broidy, Allied Artists president, was host in Hollywood recently at a farewell luncheon honoring Harold, Walter, and Marvin Mirisch, who are leaving after several years affiliation with the company. Seen, left to right, are Marvin Mirisch, George D. Burrows, executive vice-president and treasurer; Walter Mirisch, Broidy, Harold Mirisch, Max Mirisch, father of the three Mirisch brothers, and Robert Mirisch, Harold Mirisch's son.



Manager Jim Brono, Capitol, New York, recently set up this wheel of chance in front of the theatre as a stunt for the opening of Columbia's "Jeanne Eagels" and a means of raising funds for the Will Rogers Hospital.

# THE MOST SENSATIONAL STA
# IN THE STRANGEST TRUE PER

**WATCH HER**
...in the tight dress
with the soldier
in the gin joint...

**WATCH HER**
... in the motel
with her husband...

**AND**
**WATCH HER**
make history at
the World Premiere
in Augusta, Georgia,
Sept. 18th when a
new star is born!

from 20th Century-Fox starring

**JOANNE WOODWARD · DAVID WAYNE · LEE J. C**

**POST STARTING TIMES! URGE YOUR PATRONS TO SEE IT FROM THE BEGINNIN**

# ISCOVERY OF OUR GENERATION
# NAL EXPERIENCE EVER FILMED!

**WATCH**
stunning
astounding
*JOANNE*
*WOODWARD*
in the most
fantastic true
story a girl in
love ever lived!

## *The Three Faces Of Eve*

CINEMASCOPE
Available in MagOptical Prints

Produced and Directed from his Screenplay by
**B · NUNNALLY JOHNSON**

NO ONE SEATED DURING THE
SENSATIONAL ENDING!

## Congratulations Nunnally Johnson

for creating a star –
and a motion picture
more explosive than the *best-seller,*
the *American Weekly* condensation,
the *Reader's Digest* book selection,
the newspaper serialization

in your tradition of
THE GRAPES OF WRATH
THE KEYS OF THE KINGDOM
HOW TO MARRY A MILLIONAIRE
THE MAN IN THE GRAY FLANNEL SUIT

# The International Scene.....

## Canada

### Theatre Investments Exceed Estimates

TORONTO—Showmen of Canada still have faith in their industry. They forced the Department of Trade and Commerce to revise figures on the amount of money to be spent on new theatres and repairs to existing ones in 1957.

Earlier this year, the Department in its bulletin, Private and Public Investment in Canada, Outlook 1957, estimated $2,500,000 would be spent on the houses of the country. Now, in revised figures, the Department said $3,200,000, made up of $2,700,000 for new houses and $500,000 for repairs to existing ones.

That means since the onslaught of TV in this country seven years ago and including this year's total, $44,500,000 has been spent on the nation's theatres. Record year was in 1954, when a total of $10,100,000 was spent, followed by 1953, with $9,700,000.

Breaking down the 1957 estimates in the $2,700,000 expenditure on new work: $1,900,000 for actual construction; $800,000 for machinery and equipment. Of the $500,000 for repairs, $200,000 will go for rebuilding and $300,000 for replacing machinery and equipment.

### Canadian Comment

Bob Hope, purveyor of comedy, went serious when he came to Toronto to headline the Canadian National Exhibition Grandstand show. He predicted the end of Confidential Magazine. He described the magazine's contents as "85 per cent garbage." He added it "will be a shame if they don't get licked" in the trial in California. Hope was accompanied to Toronto by his 18-year-old daughter, Linda, and his son, Tony, 17.

Canada is using an increasing amount of film, according to figures on the film imports for the first three months of this year. This year, $56,023 worth of film was brought in from the United States, as opposed to $44,781 last year. This was film brought in for reproduction, indicating negatives brought in for printing in this country. Imports from the United Kingdom were up also. This year, $3,128 worth of film was brought in as against $1,785 last year.

Three companies have been affected by personnel changes recently. Columbia Pictures of Canada lost its Toronto branch manager, A. B. (Abe) Cass, who joins his brother Garfield at Donnell and Mudge, Ltd., subsidiary of Associated Artists, as sales director. Leonard Bernstein succeeds Cass, who was 23 years with Columbia. Warners appointed Jack Bermack, who began with the company in 1947 as a poster clerk, as Calgary branch manager. Bermack succeeds Arthur Hersh, resigned. Hersh had resigned from the Toronto office of 20th-Fox in 1952 to take the Calgary post. He is moving to Palm Springs, Cal., to enter the motel and real estate business. Republic appointed Robert Warshaw to succeed Walter H. Manley as Canadian representative of the company. Manley, who has been in the Canadian post since 1953 and vice-president and general manager of its TV subsidiary, Hollywood Television Service of Canada, Ltd., has been moved from Toronto to New York as supervisor of an 11-branch USA district. Warshaw until recently was assistant to Reginald Armour, managing director of Republic Productions (Great Britain) Ltd.

**Toshishige Ishikawa, center, RKO Radio manager for Japan, recently arrived in New York and was greeted by Sidney Kramer, RKO foreign sales manager, while Mel Danheiser, his assistant, looked on.**

A Golden Age Club for senior citizens has been formed by The Odeon Theatres (Canada) Limited to provide reduced movie admission prices for persons in receipt of government old age pensions. Following presentation of identification details to the manager of any Odeon theatre, membership cards are issued. The reduced admission prices apply at matinee or evening performances at any theatre Monday through Thursday. The club has already been in existence for almost three months in British Columbia where it has had considerable success.

Two feature films being made in this country by Regal Films for release by Twentieth Century Fox will qualify for the United Kingdom quota. Piloting both features whose working titles are "A Boy and His Dog" and "The Flaming Frontier," is Sam Newfield, who directed "Last of the Mohicans," a TV series, in and around Toronto. Sig Neufield, who is also producing the TV series "Tugboat Annie" for Television Programs of America, is executive producer on the two Regal productions. The interiors for the two films will be shot in the studios of Canadian Film Industries which will also provide technical and lab facilities.

**CINE CHATTER:** Andre Guerin of Montreal left the Department of External Affairs to join the National Film Board as assistant to W. S. Jobbins, commercial distribution chief. He succeeds Jean-Jacques Chagnon, now administrative officer of the distribution branch. . . . Sam Kunitzky's United Artists Montreal branch headed its division in the 42-week Jim Velde Drive. Along with San Francisco and Kansas City the branch will share a pool of more than $50,000. . . . Odette Magne, Tivoli, Winnipeg, won the beauty contest at the annual motion picture industry picnic in Winnipeg. . . . A capacity crowd turned out at St. Andrews Golf Club, Toronto, for the annual golf tournament of the Canadian Picture Pioneers. There were plenty of prizes for both the golfers and the kibitzers. . . . John J. Fitzgibbons, president, Famous Players Canadian Corporation, headed a Canadian delegation which went to New York to witness a demonstration of Telemeter for which his company holds a 25-year franchise in Canada. Also south of the border on the trip was Ron Johnson, Globe and Mail entertainment writer, who wrote a story from the scene quoting Fitzgibbons as saying he had had discussions with "other theatre chains" in Canada on the subject of Telemeter installations. . . . Robert L. Lippert, executive producer for Regal Films, was in Toronto for a look-see at the shooting of one of the company's 25 1957 features for 20th-Fox release.

—Harry Allen, Jr.

## SEC Approves Sale Of Atlas' Disney Stock

WASHINGTON—The Securities Exchange Commission issued an exemption order last fortnight permitting Atlas Corporation to sell 400,000 shares of Walt Disney Productions' common stock through an underwriting group.

The okay was necessary since Atlas is a partner in one of the underwriting companies through which the Disney stock will be sold.

Atlas proposes to sell for $21.75 per share, with an underwriting commission of $1.65 per share, through an underwriting group headed by Goldman, Sachs and Company, Lehman Brothers, and Kidder Peabody and Company. Sidney J. Weinberg, an Atlas director, is also a Goldman, Sachs partner.

The public stock sale will bring Atlas holdings of Disney common stock down to 3,153 shares, but Atlas holds purchase warrants entitling it to buy an additional 153,553 shares at a price of $22 per share at any time on or before Oct. 31. Atlas told the SEC it plans to buy the stock before the warrants expire.

### Other Film Holdings Also Decline, Report Shows

NEW YORK—Atlas Corporation in a report to stockholders for the first half of 1957 made public last week showed a drop in picture stock holdings. The company listed holdings of 2,000 shares of Loew's common as against 10,000 listed in the report for the year ending Dec. 31, 1956.

The number of Paramount common shares now held by Atlas was shown to total 1,000 as against 10,000 at the end of last year.

In 1956, Atlas showed 4,000 shares of 20th-Fox and 2,000 of Warner Brothers; none were reported for the first half of 1957.

Atlas' Technicolor holdings still stand at 20,000 shares.

Atlas reported that while it sustained a net loss for the period of $271,035, after deducting security profits, its indicated asset value stood at $9.72 per share of outstanding common stock at June 30 as against $9.50 in 1956, an increase in net asset value of 8.6 per cent in the 12-month period before deduction of the 60 cents per share in dividends.

Total assets at mid-year amounted to over $125,000,000. Earned surplus was approximately $22,900,000, in addition to which the net unrealized appreciation of the company's holdings amounted to approximately $21,700,000.

## Kingsley Gets "Temptation"

NEW YORK—Kingsley International Pictures has acquired American distribution rights to Anna Magnani's most recent Italian film, to be known in this country as "The Last Temptation."

# FIRE WITH ACTION!
# NE LONE GIRL
# N A SEA-WORLD
# F VIOLENT
# MEN!

TREVOR
**HOWARD**
PEDRO
**ARMENDARIZ**
ELSA
**MARTINELLI**

Manuela would pay any price for her passage. But she would not sell her soul to the whole hot-eyed crew. Torrid drama capped by the spectacular climax of the ocean's hell—a ship swept by flames as consuming as the emotions that this uninhibited story explodes!

"Bright prospects—with pronounced boxoffice values!"
—*says Variety*

IVAN FOXWELL'S production of
# STOWAWAY GIRL

Produced by
IVAN FOXWELL
Directed by GUY HAMILTON
Based on the novel by WILLIAM WOODS
A PARAMOUNT RELEASE

**These industryites arrived recently at Logan Airport, Boston, from New York for the Will Rogers Memorial Hospital drive and were welcomed by Charles E. Kurtzman, Benn Rosenwald, and Harry Rogovin. Left to right, standing on the ground are Rosenwald, Eugene Picker, Kurtzman, Si Fabian, and Rogovin. Standing on steps, left to right are Moe Silver, Ned Depinet, Abe Montague, and Ned Shugrue.**

## Ambition Realized, Drive-In Owner Dies

ALBANY—Two weeks after his ambition to operate a drive-in had been realized, Robert C. Conahan, 41, owner, new Mayfair, Slingerlands, N. Y., died in Albany Hospital of a heart ailment.

Born in Maria, Pa., Conahan came to Albany in 1952 as a wholesale distributor of baked goods. Two years ago, he started construction of a Slingerlands restaurant and grill. The building of the drive-in adjoining the site followed. Dale Hermans, National Theatre Supply, which furnished much of the equipment, reportedly took temporary charge of the Mayfair.

Funeral services for Conahan were held in Tebbutt Chapel in Suburban Delmar. Survivors include his widow, a son, two daughters, a brother, and two sisters.

### ALBANY

Joseph Warren took over buying and booking for his Super 50 Drive-In, Ballston Spa, N. Y., following the sudden death of Vincent Corso, Affiliated Theatres, who had taken over early in July. . . . The Stanley Warner Strand presented a 25-cartoon "Tom and Jerry Laff Circus," offering prizes for the kiddies. . . . Florence Sousse is handling ticket sales for "Around the World in 80 Days" in the Ritz boxoffice. Ira Mengel reported here from New York to handle group sales, replacing Mrs. Edward J. Wall, wife of the Paramount upstate publicity director, who had agreed to serve temporarily.

As Labor Day arrived, the consensus in the 60 area drive-ins was that the season had been a prosperous one. What the fall months would bring depended largely on the weather, as usual. The summer weather was generally favorable in the area to outdoor operation.

### ATLANTA

Sam McCook, MGM office manager, resigned and has left the industry. Booker Jim Corbert was moved up to replace him. . . . The Princess, one of the oldest theatres in Florence, Ala., owned by the Rosenbaum circuit, was destroyed by fire. . . . WOMPI members participated in the Will Rogers Hospital collections in the Rialto and Grand. New WOMPI members are Patsie Thomas, MGM, and Bette Dryden, United Artists.

E. B. Fritts, newly named manager of radio station WENK, Union City, Tenn., has sold the Waldron there to Ferris W. Penn and C. L. Jackson. . . . Jim Hart, Columbia office manager, resigned to join Buena Vista as regional auditor. . . . Faye Philen is the new secretary, Dixie Drive-In Theatres. . . . Buford Cranch, manager, Loew's Vendome, Nashville, Tenn., was here to relieve Howard Rutherford in Loew's Grand.

### BOSTON

The 1958 regional convention of Independent Exhibitors, Inc., of New England has been set for the Oceanside, Magnolia, Mass., about 35 miles north of Boston. . . . The shutdown of the six daily newspapers by a strike has taken its toll on theatre business. Entering its third week, the strike had recorded a 30 per cent drop in theatre patronage, according to the managers. . . . Miss Theresa Cantin, who closed her Concord, Concord, N. H., for the summer, has decided to reopen, starting in mid-September. . . . William W. Howard, vice-president, RKO Theatres, was in town for two days visiting Ben Domingo, Memorial, while on a tour of the RKO houses in New England. . . . Fenton Scribner, who was named manager, Gary, has resigned and returned to his home in Manchester, N. H. His place at the Gary has been taken by Edward O'Neill, who was with Loew's Theatres for 15 years, and later with Smith Management Company. Smith Management brought in Nick Lavidor from New Jersey to fill O'Neill's old post, the Cinema, Framingham, Mass.

## N.E. Exhibs Buy Stock In Loew's To Aid Vogel

**BOSTON—Independent Exhibitors, Inc., of New England has purchased a block of Loew's, Inc., stock in order to be able to vote for Joseph R. Vogel in the forthcoming proxy fight, in the firm belief that the present Loew's management should be supported in the best interests of the company and the industry.**

**Members of IENE are contacting stockholders to remind them to be sure to return their signed proxies to New York.**

**At the conclusion of the Will Rogers Memorial Hospital drive in the Hotel Bradford, when about 150 industryites were present, Edward W. Lider, IENE president, explained that his group had purchased the stock. "We all have a stake in Loew's Inc.," he said.**

## N. E. Exhibs Pledge Aid To Rogers' Drive

BOSTON—An appeal for New England theatre owners to make a concerted effort to collect funds for the Will Rogers Memorial Hospital was launched at a luncheon in the Hotel Bradford by hospital officers and directors, headed by Abe Montague, Columbia vice-president.

Six distinguished industry executives flew to this city to address a group of 150 theatre men. The co-chairmen, Charles E. Kurtzman, Loew's Theatres, and Ben Rosenwald, MGM resident manager, welcomed Montague, Si Fabian, Moe Silver, Ned Depinet, Eugene Picker, and Ned Shugrue, all of whom made appeals on behalf of the drive.

Picker said that in the Loew's houses in New York, no resistance to taking audience collections had been forthcoming. Silver, national exhibitor chairman for the drive, told of promotions being done in other cities. Depinet praised the showmanship of Boston theatre owners in the past and urged that they direct this same method to the Will Rogers Hospital drive. Fabian stated that the hospital is one way to keep the industry alive. "Why not take audience collections with the same spirit in which you have so successfully put over the Jimmy Fund drives?" Charles Feldman, Universal, was unable to be present because of a call to the west coast.

Montague, a native of Boston, was the principal speaker. He said, "This hospital is a monument to our industry. There is no charity here as every one of us owns a share in it. Your Jimmy Fund drives have shown us the great talent you New Englanders can display. . . . But can't we do two jobs? . . . Won't you decide to become part of the Will Rogers Memorial Hospital drive?"

Following Montague's address, Martin J. Mullin, president, New England Theatres, Inc., invited to the dais, said, "We have collected a lot of money . . . for the Jimmy Fund. . . . But there is room in our theatres for another." He pledged the month of September for audience collections for the hospital.

Samuel Pinanski, president, American Theatres Corporation also pledged his theatres. Edward W. Lider, president, Independent Exhibitors, Inc., of New England, took the microphone and said, "We are putting out a bulletin from our organization urging members to get behind this . . . drive and to give it the same support we have given the Jimmy Fund in the past."

### BUFFALO

Pete Becker, son of veteran theatre supplier Al Becker, has been promoted to the booking department, Dipson circuit, Batavia, N. Y. He had been managing the Abbott, South Buffalo. Dipson's Amherst has gone over to an art policy; Irving Singer, former circuit headquarters booker, is the new manager, succeeding Joseph Zebrun, now at the Abbott. . . . A. Charles Loree, Unity manager, was recovering from surgery. . . . Executives of downtown theatres met with officials planning the city's forthcoming 125th anniversary celebration. Attending were George H. Mackenna, Basil circuit; Arthur Krolick and Charles B. Taylor, AB-PT; Edward Meade, Shea's Buffalo; Robert T. Murphy, Century; and Dave Rogers, Teck. . . . Approximately 34,000 Rochester, N. Y., employees of Eastman Kodak will share in a $12.5 million general

# Long-Run Attractions Garner $500,000

BUFFALO.—Two films have brought in a half million dollars to the Century box office within the last six months, an unprecedented figure. Four movies only have kept the Century in the black for a year, a period customarily consuming an average of 100 shows in double bills.

The Century's year, or most of it, was occupied with "Oklahoma," "War and Peace," "The Ten Commandments," and "Around the World in 80 Days," which concluded its 21 weeks on Aug. 29. The DeMille classic is the financial champ of the semester, in 15 weeks playing to 165,000 persons and grossing $273,000. "Around the World in 80 Days" attracted 120,000 customers, who spent $260,000. Michael Todd chose to leave the balcony vacant during the run. The third Century special in popularity was "Oklahoma."

Since there is no DeMille, Todd, or Rodgers and Hammerstein giant currently imminent, Century managing director Robert T. Murphy is preparing to launch a change-often-policy. His first attraction under the new policy is Columbia's "Jeanne Eagels."

**Kim Novak recently visited Chicago in connection with the opening of Columbia's "Jeanne Eagels" and is seen here with Balaban and Katz executives Harry Lustgarten, Abe Platt, Charles Davidson, and Jerry Winsberg.**

# Ohio Circuit Owner Dies of Heart Attack

YOUNGSTOWN, O.—Funeral services were held in the Shriver Allison Funeral Home last week for Joe Robins, 72, president, Robins Amusement Company, which owns and operates theatres in Warren and Niles, O. Robins died of a heart attack at his Miami Beach home, where he was convalescing from surgery.

The Robins family originally owned theatres in Youngstown, but confined its activities to the Danial and Robins, Warren, and the Robins, Niles, in recent years. The McKinley, Niles, and the Ohio, Warren, former units of the circuit, have been discontinued.

Robins, for the past several years, divided his time between Cleveland and Miami Beach, making his home in the Statler Hotel here during the summer. He was a 32nd degree Mason, a Shriner, and a member of the Variety Club. Surviving are his widow, a son, a daughter, and two grandchildren. Interment was in Youngstown.

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wage increase next month. . . . Frank Basset, Riviera manager, Rochester, N. Y., has booked his first sponsored Christmas show.

## CHICAGO

James Thompson, veteran B and K manager who retired after serving many years at the Chicago, died at Fort Wayne, Ind. . . . Tom Gates reopened the Hull, Hull, Ill. . . . John T. Biltgen, 60, Colony projectionist, died. . . . E. Gallagher, Arcadia manager, Olney, Ill., was promoted by Frisina to city manager, Hannibal, Mo. . . . Dennis Bell was named to the Cinema staff. . . . Frank Riley was appointed Maryland manager. . . . Mr. and Mrs. M. Moritz are preparing to reopen the Roanoke, Roanoke, Ill.

Al Raymer, Indiana-Illinois Theatres film buyer, was recovering from a severe foot injury. . . . Morris Hellman, United Artists booker, was given a surprise party at Variety Club, celebrating his 50th year in the industry. . . . William C. Choate, 94, veteran showman of Marion, Ill., died after a long illness. . . . B and K returned stage shows to its Chicago after a lapse of two years. . . . Arne O. Bergh, 65, Lakeside projectionist, died. . . . Prentice Hampton bought the Colonial, Astoria, Ill., and installed a wide screen. . . . Howard Berkowitz joined Buena Vista as booker, office manager, and assistant to Irwin Lang.

## CINCINNATI

At Dayton, O., a housewife received armsful of gifts when she bought the 100,000th ticket for "Around the World In 80 Days" in the Valley. House attendance records again were broken during the 10th week of the film's run. Another house activity which attracts large crowds is a weekly morning Bingo game, with all proceeds going to the cancer fund. Louis Wiether, Valley owner, recently visited Mike Todd in New York. . . . An "outsider" won the Cadillac given away as first prize at the annual Variety Club golf outing at Summit Hills Country Club. About 300 attended the all-day affair. . . . Jack Mitchell, Jeffersonville, O., exhibitor, has purchased the Bernard, Jamestown, O., from Virgil Speakman, and changed the house name to the Mitchell. . . . Tri-State Theatre Service is booking and buying for Sam Levin, drive-in owner in Dayton and Springfield, O. . . . William Garner, with DCA for several years, now is U-I West Virginia salesman. Kip Smiley replaces Garner at DCA. . . . New on Film Row are Myrtle Babbit, MGM biller, and Barbara Henson, 20th-Fox clerk. . . . P. K. Wessel, treasurer, States Film Service, became the father of a boy. . . . James Howe, owner, Richland, Carrollton, Ky, died.

COLUMBUS, O., NEWS—Robert Wile, who resigned as executive secretary, Independent Theatre Owners of Ohio, has been named general manager of theatre operations, Levin Brothers, Dayton, O. . . . It was reported that the Miles circuit might institute a regular first-run policy in the Drexel, suburban house. . . . Joseph Robbins, 62, owner of theatres in Niles and Warren, O., died at Miami Beach following a heart attack. . . . Walter Kessler, manager, Loew's Ohio, supervised the refitting of the Music Hall at the Ohio State Fair. The auditorium will be used for stage attractions, possibly throughout the year if a heating system is installed. . . . James Arness, western star, was named a special deputy in the new mounted posse of Sheriff Stacy Hall of Franklin County, O. Arness appeared at the Ohio State Fair. . . . Herman Hunt announced the opening of "Around the World in 80 Days" for Sept. 12 in Hunt's CineStage, formerly the Uptown.

## CLEVELAND

The Park, North Canton, O., previously operated by R. Ulmer and closed the past year, shortly will be opened by Larry Heller, who operates also the Town, formerly Valentine, Canton. . . . Rudy Norton, Imperial Pictures branch manager, estimates that 35 area houses will be involved in the first multiple run on Sept. 11 of "I Was a Teenage Werewolf" and "Invasion of the Saucer Men." . . . Sept. 1-Oct. 5 has been designed Peter Rosian Month by Universal, in honor of the district manager. . . . Marilyn Sotto, who designed the costumes worn by James Cagney in Universal's "The Man With 1000 Faces," was in town to promote the picture, which has a Sept. 13 opening date in the Hippodrome. Duke Hickey, field publicity representative, introduced her to the film critics at a press luncheon in the Statler Hotel. . . . Joseph Wohl, assistant to Republic general sales manager Richard Altschuler, was in on a tour of Republic branches.

## DALLAS

Sheriff's deputies and irate owners of 60 flat tires were looking for a carload of teenagers who scattered barbs throughout the Linda Kay Drive-In. . . . A contest to find Dallas' number one movie fan was to be held by the Majestic and Universal in connection with the Texas premiere of "Man of a Thousand Faces." . . . Buddy Gotcher, manager, Lone Star's Jefferson Drive-In, has been rewiring his ramps for speaker post lights. . . . Oscar Korn's Suburban Lisbon, Oak Cliff, may close indefinitely after the opening of school. . . . The White Rock Drive-In, operated by V. E. Hamm, reopened with plans to operate as a family type drive-in. Previously, it was used as an exploitation run. . . . C. M. Miller, salesman, Universal, has had an operation at St. Paul's Hospital.

## DES MOINES

Robert Huey, formerly of Rockwell City, Ia., has taken over as manager, King, Ida Grove, Ia. The house is owned by R. L. Firdley of Des Moines. . . . Don Niebaum has returned as manager, Strand, Waterloo, Ia., succeeding Bill Towey, who has been transferred to Rock Island, Ill. Niebaum managed the Strand once before, moving to Sioux City, Ia., in 1955.

# Variety Golf Outing Success Despite Rain

**CHICAGO—The annual Variety Club golf outing and dinner, attended by 200 at Elmhurst Country Club, was another success, although rain drenched some of the golfers.**

**Prizes were awarded at a dinner emceed by Sylvan Goldfinger, and by Harry Balaban, chairman of the event, assisted by Jack Kirsch, Nat Nathanson, Johnny Jones, and other officers of the club.**

**Steve Walters won the members' golf low with a 77, and Jones was runner-up with a 78. Bud Fischer, with a 79, was guest winner. Dave Bernstein captained a baseball team to victory.**

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# Sugarman Appointed ITOO Interim Secretary

COLUMBUS, O.—Charles Sugarman, owner and manager, Art World, was appointed temporary executive secretary of Independent Theatre Owners of Ohio by board of directors, which met here last week. Sugarman, treasurer of the exhibitor group, will serve until a permanent, full-time secretary is named. Sugarman is also chairman of a screening committee selected by the board.

Applications for the executive secretary post, made vacant by the recent resignation of Robert Wile, may be addressed to Sugarman at 55 East State Street here.

The ITOO directors approved a proposal to vote the association's stock in Loew's, Inc., for the management group of president Joseph R. Vogel at the Sept. 12 stockholders meeting. The move represented the first time that ITOO has voted film company stock, and is not to be interpreted as 100 per cent endorsement of the Vogel policies, the board stated. The board also discussed plans for the annual convention, Dec. 3-4, in the Fort Hayes Hotel here.

The resignation of director Roy Wells, Dayton, whose St. Paul has been leased to a church group, was accepted by the board "with regret."

## JACKSONVILLE

Daily picketing, bomb threats, and a Ku Klux Klan parade had little effect on the public's patronage of "Island in the Sun" at the Florida as it was held over for six days. . . . A spokesman for the City Council told newsmen that a local motion picture censorship board will be created even though it may violate State laws. . . . Joe Gatrell, former manager, Colony, Winter Park, Fla., now is the owner of a music shop. . . . Jim Carey topped the area with a $750 collection for the Will Rogers Memorial Hospital with two church groups serving as volunteer workers in Loew's Normandy Twin Outdoor. . . . A private showing of Edsel cars was staged in the Florida for dealers and salesmen. . . . Rock Salzer remained as manager, independent State, St. Petersburg, Fla., when it was taken over by Florida State Theatres. . . . Edward Baker is the new manager, Colony, Winter Park. . . . Ed Linder, manager, Town and Country, collected $94.27 recently for the Will Rogers Memorial Hospital fund. . . . With the cooperation of the U-I publicity department, Bob Ungerfeld and Sy Schechter, Ed Linder, manager, Town and Country, recently had the real thing in Indians from the Sioux Nation in South Dakota on hand to publicize "Run Of The Arrow." They hit the two big television stations; and appeared at the night baseball stadium and put on a comedy act of scalping the umpire—getting an announcement on the loud speaker plus a baseball picture in the sports section.

MIAMI, FLA., NEWS—Mike Rosenkranz now is manager, North Dade Drive-In, replacing George Wilby, resigned. . . . Traverse Hight is manager, Surf, Miami Beach, Fla., with Charles Rich replacing him at the Sunset, South Miami, Fla. . . . Randy Covington, manager, Bunche, Opa-locka, Fla., and Keith Hendee, city manager, Wometco's Fort Lauderdale, Fla., theatres, became members of the Wometco Old Guard organization, signifying seven years' service with the circuit. . . . Sidney Meyer, co-owner, Wometco, was recovering from surgery in St. Mary's Hospital, Rochester, Minn.

## Former RKO Employees Meet In First Reunion

**CLEVELAND—With almost all former RKO employes still present on Film Row, most of them oldtimers in the industry, they held their first reunion last month since the closing of the RKO branch earlier this year.**

**Among those attending the luncheon in Avon were Arthur Goldsmith and Otto Braeunig, former RKO salesman and office manager, respectively, now heads of the local DCA exchange; John Sabat and Ed Graves, bookers now with Paramount; Helen Wesner, contract clerk, now with Warners; Peggy Steiner, cashier, in the same capacity with Imperial Pictures; Gertrude Haage, also with Imperial; and Dan Cowhig, who retired several months prior to the RKO closing.**

## MEMPHIS

"The Wayward Bus" began its first trip across the Malco screen two hours late because of a fire that destroyed the theatre's curtain and screen the day before. The film was scheduled to begin at noon, but did not open until two p. m. Sparks from an exploding light bulb ignited the curtain while workmen were putting up lighting in preparation for a demonstration of the new Edsel automobile for mid-south dealers. Around $12,000 in damage was sustained. . . . School football coaches thought broadcasts were cutting down attendance at the games, so the Board of Education decided not to have the games broadcast. . . . Four Sioux Indians from South Dakota visited Memphis to publicize "Run Of The Arrow." One stunt was to visit Elvis Presley at his home, present him with a lance, and rename him Brave Eagle. . . . "Around the World in 80 Days" opened to an almost capacity audience in the Crosstown. The house continued to be picketed because M. A. Lightman, owner, is not using union projectionists. The union sought to have the booth manned by four projectionists, and Lightman stated only two were necessary. Proceeds from the premiere went to Happy Acres, a home for retarded children.

## MINNEAPOLIS

Minnesota Amusement Company announced plans for immediate construction of a 650-seat theatre in Huron, S. D., to replace the circuit's former theatre there, destroyed by fire last January. The new house, to be of stadium design and fireproof construction, will be built on the same site by Donald J. Harris, Highmore, S. D., who owned the old building and leased it to Maco. The same leasing arrangement will be resumed. A late fall opening is planned for the new house, which will be named the Harris. . . . Ted Mann, operator of several Twin Cities theatres, and Phil Jasen, publicity director for "Around the World in 80 Days" here, were in New York for Mike Todd's party for exhibitors of the film. . . . J. M. Rostvold is reopening the State, Caledonia, Minn. . . . A recent storm blew down the screen at the Dawson, Minn., drive-in, and the outdoor stand was closed for repairs. . . . A $40,000 remodeling project has been completed at the Strand, St. Paul. . . . A. R. Pfau, III, completed an extensive remodeling program at the Grand, Mankato, Minn. . . . A redecorating job also has been finished at the Roxy, Kelliher, Minn. . . . Stuart Murray has been named manager, Granada, Virginia, Minn. . . . The Ritz, Mapleton, Minn., held a series of free Friday night shows during August.

## Salesmen's Club Sponsors All-Industry Xmas Party

**CLEVELAND—There will be no series of Film Row Christmas parties this year. Instead of the individual exchange parties, the rule for many years, there will be one big affair in which personnel of all exchanges will participate. It is being sponsored by the Salesmen's Club of Cleveland, which will defray expenses by a turkey donation contest.**

**The date set is Dec. 16, but the place is still undetermined. Jim Levitt, Universal, is chairman in charge of the event. Co-chairmen are Marty Grassgreen, Bon Blitz, and Mollye Davis. The latter will be in charge of the girls' entertainment and door prizes.**

# Houston Manager Fined For Lewd Film Show

HOUSTON—County Judge Bill Miller has decided that "Mated," confiscated by Houston police in a raid on the Avalon Art on Jan. 9, was "lewd and lascivious" and has fined Harry M. McHaffie, manager, $500 for exhibiting it. The judge made the ruling after moving the court to the screening room of the 20th-Fox exchange to view the film.

Prosecution was aided by the fact that Irvin F. Brown, assistant manager, turned state's evidence and testified during the trial of McHaffie that he had warned him that the picture went too far. Brown had been decrying high handed tactics of the police since the raid. Charges against Brown were dropped when he agreed to testify.

Attorneys said the case would be appealed. Pending the final outcome, the print of "Mated" will be held by local authorities. McHaffie, meanwhile, reported that he is no longer affiliated with the Avalon Art. He announced that the lease ran out some time back.

## NEW HAVEN

HARTFORD, CONN., NEWS—Ralph Caruso has been named assistant manager, State, succeeding the late Martin D. Bohm. Caruso will assist managing director Ted Harris in operation of the 3800-seat house, Connecticut's sole remaining combination motion picture-vaudeville situation. . . . Bill Howard, resident manager, suburban Lockwood and Gordon's Cine Webb, to provide between-performance music has arranged with an adjacent music shop to play tunes over the theatre's public address system. The Webb recently embarked on a first-run art film policy. . . . William T. Murphy, formerly with New England Theatres, Inc., AB-PT affiliate, has joined Lockwood and Gordon Theatres. Murphy had managed the Paramount, Barre, Vt., prior to returning here as assistant to Raymond T. McNamara, Allyn resident manager.

## NEW ORLEANS

A new screening room, seating 38, was opened recently in the rear of Hodges Theatre Supply Store. A special screen permits projection of various processes. . . . The reopening of the hurricane-damaged Pelican Drive-In, Jennings, La., was postponed again because of delay in the delivery of a new screen. . . . E. R. Edwards, manager, Paramount Gulf New Saenger, Shreveport, La., has been promoted to the circuit's city manager, Monroe, La. . . . The negro-patronage

IN PERSON
NOW
On Our Stage
IS IT ELVIS?
COULD IT BE.....

**John Guiton, manager, Walter Reade's Strand, Perth Amboy, N.J., recently held an "Is It Elvis?" stage show in connection with his engagement of Paramount's "Loving You."**

Grenada was slated for reopening this week, according to United Theatres executive vice-president Clare Woods. . . . Sympathy was extended to Paramount branch manager William Holliday on the death of his mother. . . . Phil Sliman, New Iberia, La., exhibitor, returned to his desk after a long illness. . . . F. F. Goodrow, independent exchange operator, returned from New York, where he inspected new product. He reported that he was negotiating several distribution deals for announcement in the near future.

## NEW YORK

Edgar A. Fricke, film editorial staff, Transfilm, and Linda Gigante were married on Aug. 17. After a brief honeymoon they will reside in Mount Vernon, N. Y. . . . Norman E. Gluck, in charge of television for Universal Pictures Company, left for Europe to survey TV activities in England and on the continent. . . . George Blenderman, head booker, 20th-Fox's New York exchange, who is retiring after 38 years with the company, was honored at a testimonial dinner at the Famous Kitchen. . . . Mrs. Arnold Burk, whose husband is a member of United Artists' legal department, gave birth to a son, Bernard Alan, at Woman's Hospital in Manhattan. . . . Sol A. Schwartz, president, RKO Theatres, announced the sale to Milton C. Rose and Michael W. Straight, trustees, for $950,000, of Keith's theatre and building property at White Plains, N. Y. RKO will continue to operate the theatre under a long-term lease. . . . Mr. and Mrs. Paul Jacobson became the parents of a daughter, Terry Lee, born in French Hospital. The child is the granddaughter of S. H. Fabian, president, Stanley-Warner Corporation. The father is an NBC executive. . . . Jack H. Levin, president, Certified Reports and past president, New York's Cinema Lodge, B'nai B'rith, has been appointed chairman of the Lodge's "Sam Rosen Honor Night" to be held at the Hotel Sheraton Astor on Oct. 2.

**Watch for them!**

**NEXT!**
**Boston Territory**
Issue of September 11
**Atlanta Territory**
Issue of September 18

**Save them!**

## Film Exchange and Dealer Listing for the

# PHILADELPHIA FILM TERRITORY

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### • *Film Distributors*

**ALLIED ARTISTS, 1241 Vine St.—RIttenhouse 6-8342**
Br. Mgr.: Maxwell Gillis. Office Mgr. and Booker: Harold Coltun. Sales: Harry Levine, Max Bernstein, Bob Shissler. Cashier: Margaret Carlies. Emerg. Phone: c/o Clark Film, LOcust 4-3450.

**AMERICAN FILM, 1329 Vine St.—WAlnut 2-1800**
Mgr.: Ben Harris.

**BUENA VISTA (Disney), 1321 Vine St.—MArket 7-7543**
Office Mgr. and Booker: Florence Weiner. Sales: Leonard Mintz. Emerg. Phone: c/o Clark Film, LOcust 4-3450. (*Dist. Mgr. in residence: Mort Magill.*)

**CAPITAL FILM, 309 N. 13th St.—LOcust 7-2698**
Mgr.: Edw. Gabriel. Sls. and Office Mgr.: Bob Gabriel. Booker: Marian Spinelli. Emerg. Phone: WA 4-1240.

**COLUMBIA, 302 N. 13th St.—MArket 7-5825**
Br. Mgr.: Lester Wurtele. Sls. Mgr.: Dave Korson. Office Mgr.: Jerry Levy. Sales: Walter Potamkin, Ely Epstein, Ed Feinblatt. Bookers: Joe Flood, Ben Rosenthal, Ralph Cohen, Leonard Brodie. Field Exp.: Milt Young. Emerg. Phone: John Sloan, Hd. Shipper, NEbraska 4-4277. (*Div. Mgr. in residence: Harry Weiner.*)

**DCA, 1313 Vine St.—WAlnut 2-1290**
Br. Mgr.: A. G. Gottshalk. Office Mgr.: John Phelan. Cashier: Roseanna Barnes. Emerg. Phone: c/o Clark Film, LOcust 4-3450.

**JACK JASLOW, 1329 Vine St.—RIttenhouse 6-5895**

**METRO-GOLDWYN-MAYER, 250 N. 13th St.—LOcust 7-5150**
Br. Mgr.: William A. Madden. Office Mgr.: Charles Kaselman. Sales: William Hopkins, F. Jelenko, Frank Sculli. Bookers: Dave Titleman, Max Bronow, Jack Smith, Phil Gallagher. Cashier: Marie Connell. Field Exp.: Ed Gallner. Emerg. Phone: Titleman, GReenwood 7-4425.

**PARAMOUNT, 248 N. 12th St.—Locust 7-3672**
Br. Mgr.: Ulrik F. Smith. Office Mgr. and Head Booker: Anthony LaMonaco. Sales: Ralph Garman, Harry Dressler, John Kane. Bookers: James Winters, Matthew Judge, Ed Larsen. Cashier: Beverly Murray. Field Exp.: Mike Weiss, Emerg. Phone: LaMonaco, Sharon Hill 3631-J. (*Div. Mgr. in residence: Howard Minsky.*)

**REPUBLIC, 246-248 N. Clarion St.—LOcust 7-4712**
Br. Mgr.: Norman Silverman. Booker: Mary Fox. Sales: Joseph Schaeffer, Jerry Janor. Cashier: Elsie Smith. Emerg. Phone: Fox, FLanders 2-6183.

**DAVID ROSEN, 1237 Vine St.—LOcust 4-4429**

**JOHN SCHAEFFER (Realart-American International), 235 N. 13th St.—LOcust 4-3654**
Br. Mgr.: John Schaeffer. Bookers: Miriam Bruner, Ruth Feinburg. Emerg. Phone: None.

**SCREEN GUILD (Jack Harris), 1315 Vine St.—LOmbard 3-9020**
Br. Mgr.. Harry Brillman. Office Mgr.: Adelheid Provasnik. Head Booker: Martha Clark. Cashier: Barbara Weissman. Emerg. Phone: c/o Clark Film, LOcust 4-3450.

**20TH CENTURY-FOX, 314 N. 13th St.—WAlnut 2-2828**
Br. Mgr.: Samuel Diamond. Sls. Mgr.: Joe Engel. Office Mgr.: R. M. Doherty. Sales: Allan Strulson, Gene Gantz, Eli Lagose. Bookers: Lil Rosentoor, Mae Greenus, Ethel Rudich, Mario DiStanislao. Cashier: Anne Dunn. Field Exp.: Hal Marshall. Emerg. Phone: Joe Vanis, Hd. Shipper, NE 4-5332.

**UNITED ARTISTS, 1322 Vine St.—RIttenhouse 6-9500**
Br. Mgr.: Stanley Kositsky. Sls. Mgr.: William Doyle. Office Mgr.: Elizabeth V. Ziegler. Sales: Jack Zamsky, Pat Beck. Bookers: Elizabeth Marrandino, Janet Lewis, Sam Sciulli. Cashier: Mary Monohan. Field Exp.: Max Miller. Emerg. Phone: c/o Clark Film, LOcust 4-3450. (*Eastern Dist. Mgr. in residence: Eugene Tunick.*)

**UNIVERSAL-INTERNATIONAL, 251 N. 13th St.—LOcust 4-3980**
Br. Mgr.: Edward Heiber. Sls. Mgr.: Edward Potash. Office Mgr.: Joseph Azzarano. Sales: Richard Melvin, James Coyne, Bernard Golden. Bookers: Ferd Fortunato, George Evans, Pete Ciccotta, Norman Falk. Cashier: Helen Centrone. Emerg. Phone: Fortunato, WAshburn B-7579.

**WARNER BROS., 230 N. 13th St.—Rittenhouse 6-9530**
Br. Mgr.: Charles Beilan. Asst. Br. Mgr.: Dave Cooper. Office Mgr.: David Law. Sales: Ed O'Donnell, T. N. Noble, Joseph Quinlivan. Bookers: L. J. Hannon, E. Carlin. Anthony Blase, John Daly. Cashier: Joseph Hern. Field Exp.: Irving Blumberg. Emerg. Phone: Law, PIlgrim 5-5477. (*Dist. Mgr. in residence: William G. Mansell*)

### • *Supply Dealers*

**BLUMBERG BROS., 1305 Vine St.—LOmbard 3-7240. Emerg. Phone: Welsh Valley 4-4920**

**NATIONAL THEATRE SUPPLY, 1225 Vine St.—LOcust 7-6156. Emerg. Phone: GR 3-7678**

### • *Screen Trailers*

**NATIONAL THEATRE SUPPLY, 1225 Vine St.—LOcust 7-6156. Emerg. Phone: GR 3-7678**
Br. Mgr.: Stanley Goldberg. Office Mgr.: Moe Koppelman. Sales: Maurice Levin, Ben Stern, Louis Blaustein.

### • *Signs, Advertising and Printing*

**INDEPENDENT POSTER EXCH., 1323 Vine St.—WAlnut 2-3233**

**MOVIE SIGN, 1323 Vine St.—LOmbard 3-1616**

**NATIONAL-PENN PRINTING, 1233 Vine St.—LOcust 7-0538**

**NATIONAL SCREEN SERVICE, 1201 Vine St.—RIttenhouse 6-9580**

**QUALITY LITHO., 241 N. 13th St.—MArket 7-4550**

**RICH-ART SIGN & DISPLAY, 307 N. 13th St.—LOcust 7-5544 and 9390**

**NATIONAL THEATRE SUPPLY, 1225 Vine St.—LOcust 7-6156. Emerg. Phone: GR 3-7678**

### • *Film Delivery Services*

**HIGHWAY EXPRESS LINES, 1239 Vine St.—LOcust 4-3450**
Pres: James P. Clark. Emerg. Phone: same.

**NEW JERSEY MESSENGER SERV. 305 N. 12th St.—WAlnut 5-3944, Camden, N.J. WOodlawn 4-7380**
Pres: Meyer Adelman. Emerg. Phone: Haddonfield (N.J.) HAzel 9-6857; Camden, N. J. EMerson 5-6327.

### • *Service Companies*

**ALTEC SERVICE CO., 1505 Race St.—LOcust 7-7110**

**PROGRESSIVE ELECT. CO., 240 N. 13th St.—RIttenhouse 6-3996**

**RCA SERVICE CO., 121 N. Broad St.—RIttenhouse 6-7568**

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**Mayor Carlin, Newark, N.J., right, recently bought the first ticket for a benefit performance held at the Brandford, Newark, from Harold Wilman, center, president, Newark Patrolmen's Benevolent Association, as Anthony Williams, Stanley Warner official who made the house available, looked on.**

## Spooks Roam Streets In Novel Film Bally

HARRISBURG, PA.—Between Jack O'Rear, manager, Colonial, and Bernhard J. Bispeck, manager, Senate, Harrisburg has been receiving a generous serving of spooks, with out-of-this-world characters parading the streets.

O'Rear started with a weird "Frankenstein" during the showing of "Curse of Frankenstein." This stunt backfired on the Capitol manager when two women, plainly showing fright from what they had witnessed on the screen, were leaving the theatre when the Frankenstein-garbed character appeared off the street for a timeout. Screaming at the top of their voices, the women ran back into the theatre and down the aisle, with ushers in pursuit. It was some time before the pair could be convinced that Frankenstein had not come to life.

Bispeck had a "gorilla" walking the streets passing out heralds to bally "Beginning Of The End" and "Unearthly." The heralds were numbered and, through a tie-up with a drug store, 10 winners a day received a giant milkshake at the store or free movie tickets.

Bispeck's prize stunt was the insertion of an advertisement in the classified columns of the newspapers which read, "Help Wanted-Female. Wanted A Brave Woman who has courage to sit . . . alone . . . in the darkened theatre to see the most frightful terrifying Science Fiction movie made. Is there such a woman in this area? If so, please contact Mr. Bispeck at the Senate Theatre." Bispeck reports he received over 100 calls in reference to the ad, and out of them he secured three or four employee prospects. He staged a midnight show for 31 ladies who accepted his dare.

## Schlanger Celebrates 25 Years With SW

**PHILADELPHIA—Ted Schlanger's 25th anniversary with Stanley Warner Theatres is being celebrated this year.**

**In his honor zone personnel are uniting in a tremendous celebration and business drive that will start Sept. 1 and continue until the end of the year. All of the local film companies are cooperating with special prizes for managers doing outstanding jobs on their pictures during the drive period.**

**The celebration and drive will be highlighted by special activities in the theatres, with prizes, honors and awards for managers making best performance records. The climax will be a silver anniversary dinner honoring Schlanger. This will be in the nature of a glowing tribute to him by his fellow workers, friends and business associates.**

**Seen at the recent premiere of RKO's "That Night," U-I release, at the Ridgeway, Stamford, Conn., are, left to right, Harry Fust, city manager, Consolidated Theatres; Hiram Brown, film producer; P. T. Dana, eastern sales manager, U-I; and Fred Dunnel, manager, Ridgeway.**

## PHILADELPHIA

Chet Philbrook has been named manager of the Tacony-Palmyra Bridge Drive-In, it was announced by Sumner Redstone, head, Redstone Drive-In Theatres, Inc., Boston, owner of the 2,000 car spot. Philbrook moves to his new post from the drive-in at Eatontown, N. J. . . . Stanley Smithers, veteran booker, now with Tri-State Buying and Booking Service, was hospitalized with a severe heart attack. . . It was announced last week that George Waldman, of New York, and Joe Solomon, Majestic Pictures, had formed Fanfare Films, Inc., with offices at 1237 Vine Street. First release is "Walk Into Hell," Joe Levine and Terry Turner's newest release. This will be followed shortly by Howco International's new combo "Teenage Thunder" and "Carnival Rock" . . . It was good to welcome Benny Harris, American Film, back to the street. He is recuperating nicely from his recent heart attack. . . . Veteran showman Dave Rubin, last connected with the Carman, has reassociated with Lewen Pizor as general manager of the Holiday, Cedar and Tioga. Rubin was with Pizor many years ago and his many industry friends wish him well in his new post. . . . Milgram Buying and Booking Service is now handling the Silver, Coatesville, Pa. . . . The SW Mastbaum has set Judy Garland for the week of Sept. 26 for eight performances at $6.60 top. . . . Al Lidman, Mel Fox office, was behind that recent Bucks County Community Benefit Show at Langhorne Speedway. . . . Sy Freedman, Michael Todd Company, was assisting Ted Vanett, Goldman Theatres, on an itinerary area tour of Todd's "Around The World In 80 Days" mobile boxoffice.

HARRISBURG, PA., NEWS—Closed circuit television of the Robinson-Basilio middleweight championship fight will be offered by the State. This will be the third fight carried by the State. Over 800 fans were turned away for the Marciano-Moore battle. . . . Carlisle, Pa., voters at the Nov. 5 election will ballot again on the question of Sunday movies in the borough. T. H. Bietch, counsel for theatre interests there, has informed Borough Council that a petition asking that the question be placed on the ballot will be ready for presentation to Cumberland County Commissioners prior to the Sept. 6 deadline.

## ST. LOUIS

Lieutenant Governor Ed Long, member and director, Missouri-Illinois Theatre Owners, will be the principal speaker at the MITO banquet next week, closing the 39th annual meeting. Variety Club Chief Barker David G. Arthur will be toastmaster. . . . The Ashley, Ashley, Ill., was reopened last month under new management. . . . Harold Davis closed the Windsor, Windsor, Ill., for an indefinite period. . . . Veteran projectionist Frank Long, 67, died. His last post was the Rio. . . . The Rio Syrup Company, headed by Stu Tomber, has taken over the business of the late C. R. Frank and will run the organization as the

THE BRIDGE ON THE RIVER KWAI
"3:10 TO YUMA"
"PAL JOEY"
"JEANNE EAGELS"
"OPERATION MAD BALL"
COLUMBIA'S FABULOUS 5

**When Columbia's general sales manager Rube Jackter recently visited with the company's mideast division sales chiefs in Washington he was greeted by a stunt on behalf of the company's "Fabulous Five." Seen left to right are branch managers Ben Caplon, Washington; Jack Judd, Pittsburgh; Phil Fox, Cincinnatti; and Jerry Safron, Cleveland; division manager Sam Galanty; and Jackter.**

**Maureen Swanson, featured in the Rank Organization's "A Town Like Alice," recently visited with Kenneth Hargreaves, president, RFDA, during her vacation in New York from London.**

# Eastern, Central Execs Attend Warners' Meet

PHILADELPHIA—A two-day sales conference of Warner Brothers' eastern and central district and branch managers was held at the Warwick Hotel here last week with Jules Lapidus, the company's eastern and Canadian division sales manager, presiding. The meeting followed the recent home office sales conclaves at which general sales manager Roy Haines outlined new season product plans.

District managers in attendance were Norman Ayres, eastern; William G. Mansell, central; and Robert Smeltzer, Washington, D. C. Branch managers present were Roy S. Smith, Albany; William Kumins, Boston; Nat Marcus, Buffalo; Angelo Lombardi, New Haven; J. S. Abrose, Cincinnati; William Twig, Cleveland; C. W. McKean, Indianapolis; Charles Beilan, Philadelphia; Jack Kalmenson, Pittsburgh; and D. M. Cooper, Philadelphia assistant branch manager.

Home office executives attending included Haines, Norman H. Moray, short subjects sales manager; Larry Leshansky, supervisor of exchanges; Robert A. McClure, auditor of exchanges; and Harold Rosner, contract department.

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C. R. Frank National Supply Company, a division of Rio. . . . Paramount salesman Jack B. Martin and James S. Castle, district advertising and publicity representative, have been elected to the Paramount 100 Per Cent Club.

## SAN ANTONIO

Jimmy Powers has been named assistant manager, Prince. . . . Rose Marie Votion is the new secretary, Columbia. . . . A rock 'n roll stage show was presented by Statewide Drive-In Theatres at two drive-ins. On the screen were "Rock, Rock, Rock" and "Rock Around the Clock." On the stage were recording artists. . . . W. R. Petty has purchased the Wylie, Wylie, Tex., and planned to reopen the house shortly. New equipment was installed and the Wylie has been repainted and refinished throughout.

## SEATTLE

Film Row people who attended the annual golf tournament and TOA meetings in Portland included Art Greenfield, Dwight Spracher, Jim Bonholzer, Morrie Saffle, Harry Plunkett, Bill Stahl, Bud Shearer, Ernie Piro, Zollie Volchok, and Lawrence J. McGinley. The meetings were held in the Multinomah Hotel and the sessions were concluded with a banquet at the Tualation Country Club. . . . Don Conley, branch manager, Buena Vista, was in Los Angeles for business meetings. . . . Harry Weaverling, from San Francisco, took over as branch manager, Republic, several weeks ago. . . . George Roscoe, field man, Theatre Owners of America, was in from New York. . . . Jack Lovett, Oregon Cooperative Theatres, was tied with Walter Morlock, son of the Cottage Grove, Wash., exhibitor, for first place in the annual Portland Golf Tournament.

**Bill Kanefsky, manager, Studio, Philadelphia, recently sent this "Irish Colleen" around to newspaper, radio and television offices with Irish cakes to promote Warners' "The Rising Of The Moon." Wayne Robinson, amusement editor, Evening Bulletin, is seen getting his shamrock decorated gift.**

There was still considerable talk over the banning in this area of Allied Artists' "Portland Expose," which was filmed primarily in that city.

## Town, Baltimore Becomes First Indie Cinerama House

**BALTIMORE, MD.—Izzy Rappaport's Town premiered "This Is Cinerama" last week as the latest addition to the chain of theatres showing Cinerama presentations.**

**The Town is the first of a series of independently operated Cinerama theatres as result of a new policy being negotiated by B. G. Kranze, vice-president of Stanley Warner Cinerama Corporation. While the theatre will be operated by Rappaport, it will use the merchandising and operation format which has been so successful in Cinerama theatres throughout the world.**

GOING ALL OUT for
GEORGE A CROUCH!
Anniversary
Drive!
SEPTEMBER
OCTOBER
NOVEMBER
1957

**George A. Crouch, fifth from left, general zone manager, Stanley Warner Theatres in Washington, recently held a meeting to plan a three-month drive this fall. Managers attended from Washington, Virginia, and Maryland area. Others seen in first row are Charles V. Grimes, district manager; Frank La Falce, district manager and advertising director; C. E. McGowan, contact; E. N. Read, construction; Louis Ribnitzki, booker-buyer; James Root, booker; and Rodney Collier, district manager.**

# High Assessments Draw Exhib Protest

ATLANTIC CITY, N. J.—The Stanley and Warner theatre properties appealed last fortnight from 1957 assessments by the Atlantic County Tax Board.

In the Stanley appeal, the Abel Holding Company, Inc., headed by George A. Hamid, Sr., president, is protesting assessments of $427,750 on the land and $148,000 on the building. The Abel Company, holders of a long-term ground lease on the property, is joined in the appeal by representatives of the estates of James T. Bew and George H. Bew, owners of the property.

In the Warner case, the Wahri Realty Company, Inc., also headed by Hamid, is appealing from a $109,270 land assessment and a $240,000 building evaluation for 1957.

In both cases, it is alleged there has been a radical decline in the theatre business, that the buildings are obsolescent and operated only during the summer season and that prices for which they could be sold are substantially lower than the assessments.

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## WASHINGTON

George A. Crouch, zone manager, Stanley Warner, held a meeting with his managers to plan a three-month drive in the fall. Commenting that this is the time for "alert, militant showmanship," Crouch asked that the campaign cover September, October, and November. Managers attended from Washington, Virginia, and Maryland. All aspects of showmanship and operation were discussed. Other speakers were Frank La Falce, A. Julian Brylawski, Louis Ribnitzki, C. E. McGowan, Charles V. Grimes, Rodney Collier, E. N. Read, and James Root. The campaign is dubbed the George A. Crouch Anniversary Drive. . . . The Omar Khayyam Restaurant, in cooperation with Stanley Warner's Metropolitan and Ambassador, is sponsoring a poetry contest in conjunction with Paramount's "The Life, Loves, and Adventures of Omar Khayyam," currently playing both theatres. For the twenty best entries, the restaurant will give full-course dinners for two.

Congress finally adjourned after concluding its session with a rush of business in the final days. Industry leaders were hopeful that the new session commencing in January would see quick enactment of tax relief for motion picture theatres.

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THEATRE SEAT COVERS
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# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "the A-MAN Corner." Add your name and address. Names and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

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**MANAGER**, 40, twenty years experience, available 30 days notice. Familiar with all phases of theatre operation, both indoor and drive-in. **CORBAN SMITH, 322 W. 10th St., Charlotte, N. C.** (94)

**CITY AND HOUSE MANAGERS** wanted for small midwest circuit. **BOX A94, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**IF YOUR THEATRE** needs more than just another manager, you can use me to advantage. Presently employed. Desire to locate in Florida. Promotion, exploitation minded.. **BOX A828, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**THEATRE MANAGER** desires change to concession field. Would like job as concession supervisor. Have had top experience in getting results in drive-in theatres and indoor theatres. **BOX B838, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

*Address all correspondence to—* **The A-MAN Corner** **Motion Picture Exhibitor, 246 North Clarion St., Phila. 7, Pa.**

## Diplomatic Corps Sees "Omar Khayyam" Bow

WASHINGTON—Ambassadors to the United States from Iran, Morrocco, Saudi Arabia, Sudan, and Tunisia, are among members of the Washington diplomatic corps who, with their wives, accepted invitations to a showing of Paramount's "The Life, Loves, and Adventures of Omar Khayyam" in the Stanley Warner Metropolitan last week.

Some others who indicated they would attend the screening and a buffet supper afterwards at the Omar Khayyam Restaurant, included Hashim Khalil, Counselor of the Embassy of Iraq; Dr. Ibrahim Anis, Ambassador of Sudan; Babiker M. El Deeb, Sudan Ministry of Foreign Relations; Dr. Najib-Ullah, Ambassador of Afghanistan; and Agha Shahi, Minister of Pakistan.

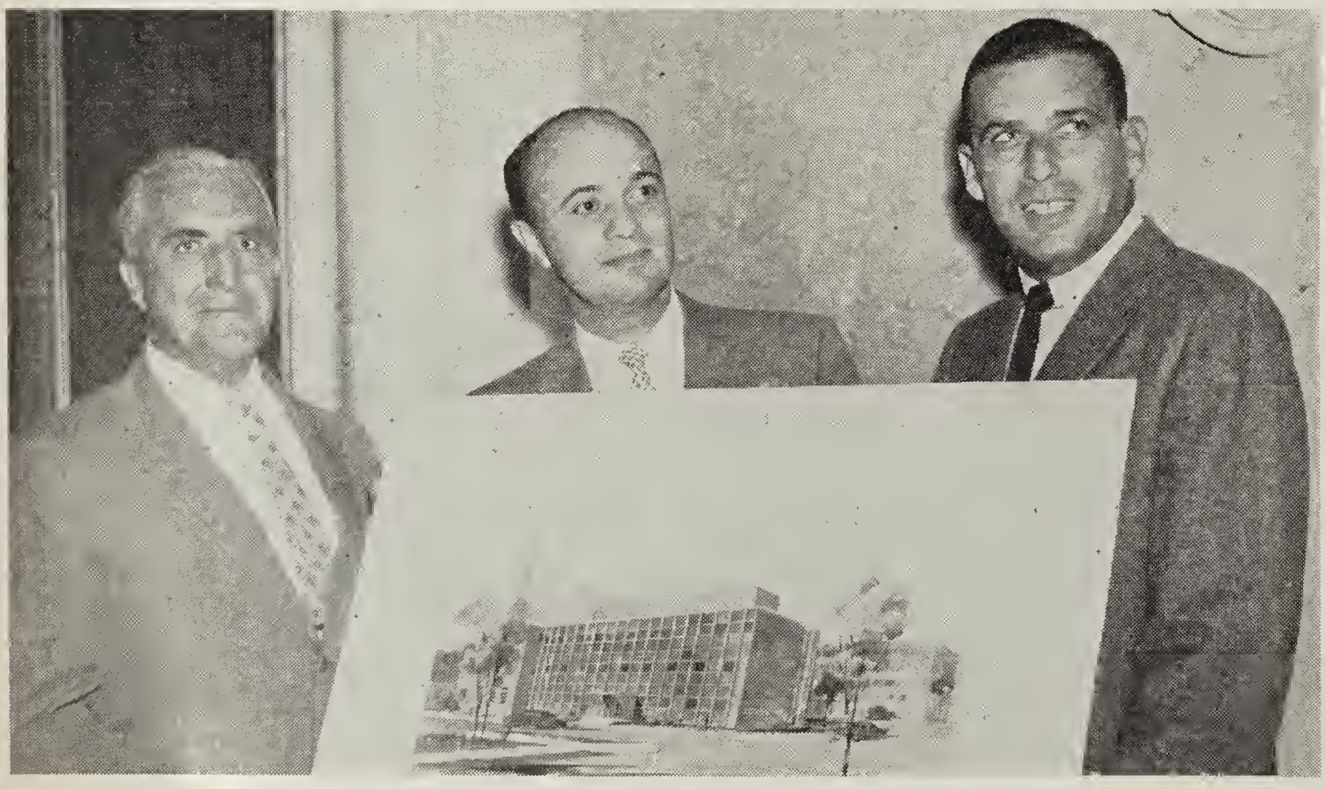
## MPEA Sets Meeting

NEW YORK—Eric Johnston, president, MPAA and MPEA, last fortnight announced that the full Export Association board will meet shortly after Labor Day on "important world matters."

Johnston recently returned from Argentina, Venezuela and Brazil, with MPEA vice-president Robert J. Corkery, and is expected to give his report on the South American situation at the meeting.

## States Bare Tax Take

WASHINGTON—The U. S. Census Bureau revealed last fortnight that in 1957, 32 states imposed sales and gross receipts tax collections on amusements and had receipts from that source totaling $15,086,000, and 34 states imposed license tax fees and collected $4,519,000.



**The new project of Variety Club Tent 11 is the Variety Club Research Center of Children's Hospital, Washington, with $200,000 pledged toward the cost of this building to be marked with a plaque as a memorial to former chief barker Fred S. Kogod, who died in 1956. Seen left to right are Judge J. Edgar Murdock, president, board of directors of the hospital; Dr. Robert H. Parrott, physician in chief of the hospital; and Marvin Goldman, chief barker.**

ARCADIA Theatre
The True Story of the Life d Loves
WIP
BEHIND A THOUSA
THE MAN...BEHIN
James
Dorothy

**Dave Kane, U-I publicist, recently arranged to have Paul Parker, WIP disc jockey, tape an interview in the lobby of the Arcadia, Philadelphia, of patrons attending opening of U-I's "Man Of A Thousand Faces." Question asked was "Do You Cry In The Movies?"**

## NT Income Steady Compared To 1956

LOS ANGELES—Earnings of National Theatres, Inc., and voting-controlled subsidiaries for the 39 weeks ended June 25 were approximately the same as in the corresponding period of the previous fiscal year, Elmer C. Rhoden, president, announced last week in a letter to stockholders.

Consolidated net income amounted to $1,365,820, or 51 cents per share on the 2,699,486 shares of stock outstanding at June 25, as compared to $1,378,974, also 51 cents per share, in the first 39 weeks of last year.

Net income from operations amounted to $1,251,000, or 46 cents per share, as compared to $961,000, or 36 cents per share a year ago. Net income from dispositions of real estate and capital assets was $115,000, or five cents per share, as compared to $418,000, or 15 cents per share in the comparable period last year.

In the quarter ended June 25 last, net income from operations was $163,000, or six cents per share, as compared with $239,000, or nine cents per share, last year. However, dispositions of capital assets resulted in net income of only $15,000, approximately one cent per share, as compared with net income of $216,000, or eight cents per share last year, Rhoden pointed out. As a result, consolidated net income for the quarter was $178,000, or seven cents per share, as compared to $455,000, or 17 cents per share, last year.

Theatre gross income for the 39 weeks was $40,909,966, compared with $40,020,265 for the corresponding period last year.

Rhoden noted that while gross income was up and general expenses had been held in line, film rentals and stage attractions were more costly. He attributed higher film costs to a continued shortage of motion pictures.

## Mayer, Balaban Form New Production Team

**NEW YORK—Arthur Mayer, veteran exhibitor-distributor and former executive vice-president of the Council of Motion Picture Organizations, and Burt Balaban, producer-director of theatrical and television features, last week jointly announced that they have formed a production team, with their first picture to be "High Hell," for Paramount release.**

**"High Hell" will be produced under the banner of Princess Productions Corporation. Mayer and Balaban will co-produce the film, and Balaban will direct.**

MOTION PICTURE
EXHIBITOR
SERVISECTION

*The original Pink Section evaluations of features and shorts*

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SECTION TWO
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SEPTEMBER 4, 1957

## ALLIED ARTISTS

### The Badge Of Marshal Brennan (5713)

WESTERN
74M

Estimate: Average western.

Cast: Jim Davis, Arleen Whelan, Louis Jean Heydt, Lee Van Cleef, Carl Smith, Douglas Fowley, Larry Dobkin, Harry Lauter. Produced and directed by Albert C. Gannaway.

Story: Wanted outlaw Jim Davis is with the marshal when he dies after an Apache attack and takes over his credentials and identity. He becomes a gunfighting enemy of cattle baron Louis Jean Heydt and his partner Lee Van Cleef. When Heydt tries to move disease ridden cattle out of the state, Davis rallies the people to ride against him and his gunmen. Cafe owner Arleen Whelan helps Davis find his self respect and a new life.

X-Ray: This story by Thomas G. Hubbard had possibilities, but routine direction and acting have resulted in it bogging down into a routine western only suitable for action spots and the lower half. There is action enough of the familiar outdoor type, but little that is new. The debut of western singer Carl Smith is inauspicious, as is the featured son, "Man On The Run."

Ad Lines: "Man Of Steel, Or Tinhorn Killer?"; "Cold-Eyed Stranger With A Deadly Secret"; "Law Comes To A Lawless, Terror-Stricken Cow Town."

### Portland Expose (5722)

MELODRAMA
72M

Estimate: Topical meller packs plenty of punch.

Cast: Edward Binns, Carolyn Craig, Virginia Gregg, Russ Conway, Larry Dobkin, Frank Gorshin, Joe Marr, Rusty Lane, Dickie Bellis, Lea Penman, Jeanne Carmen, Stanley Farrar, Larry Thor, Francis de Sales, Kort Falkenberg, Joe Flynn. Produced by Lindsley Parsons; directed by Harold Schuster.

Story: Tavern owner Edward Binns becomes involved in a struggle for power between rival racket gangs attempting to control Portland. When his young daughter is attacked by a mobster, Binns joins the forces attempting to oust the syndicate and gets important information via a hidden tape recorder. He is discovered and the lives of him and his daughter are threatened. Honest union men, summoned to his aid, rescue him. A full scale investigation cleans up the city.

X-Ray: This action-packed meller benefits from a theme as topical as today's newspapers. It has been made with an eye to action and delivers plenty of that important commodity. Direction maintains an excellent pace, and interest never lags. It is brutal in certain sequences, and this fact plus the subject material makes it adult entertainment. It should do well on any program, and the recent excitement over the banning of the film in the northwest also figures to whet audience curiosity elsewhere. Screenplay is by Jack DeWitt.

Ad Lines: "This City Was Strangled By The Mob . . . Your Town Could Be Next"; "One Man's Courage Against The Syndicate . . . A Story Torn From Today's Headlines."

## AMERICAN—INT.

### I Was A Teenage Werewolf

MELODRAMA
76M

Estimate: Okay horror entry.

Cast: Michael Landon, Yvonne Lime, Whit Bissell, Tony Marshall, Dawn Richard, Barney Phillips, Ken Miller, Condy Robbins. Produced by Herman Cohen; directed by Gene Fowler, Jr.

Story: Teen ager Michael Landon is a moody, sensitive, and temperamental youngster always ready to fight, and school and police authorities suggest he see psychiatrist Whit Bissell. The latter uses him as a subject for experiments in regression. With the aid of hypnosis and secret injections, he creates a teen age werewolf which murders a number of students and others. The town is shocked when the evidence points to Landon. He seeks aid from Bissell, and when he refuses, kills him and his assistant. He himself is finally destroyed by a police bullet.

X-Ray: Once again, here is a subject that should appeal to the younger set not so much because of the horror angle but rather because of the teen-age cast which brings the film closer to the viewers, The cast is okay, with Michael Landon, in particular, showing promise, and the direction and production do well by the subject. It should go as an exploitation item with a little more in return for a little extra selling. The story and screenplay are by Ralph Thornton.

Ad Lines: "Could This Story Be True . . . Judge The Horror Result For Yourself"; "What Would You Do If This Happened To You"; "Was Any Boy Or Girl Safe From This Monster From The Past."

### "21"

**This issue of the Pink Review Section of THE SERVISECTION marks the start of the new 1957-58 season (always the first issue of September). For 21 consecutive years, MOTION PICTURE EXHIBITOR has arranged its "Theatre-Wise" Reviews of all features and short subjects in this separate, consecutively numbered, and easy-to-save section, as a handy reference for its theatre subscribers.**

**As a further service to our subscribers, we print and stock an over-supply of all Pink Servisections. Should you require back sections they may be obtained by subscribers from our bookshop at modest cost.**

### Invasion Of The Saucer-Men

MELODRAMA
70 M

Estimate: Science fiction entry with and for teeners.

Cast: Steve Terrell, Gloria Castillo, Frank Gorshin, Raymond Hatton, Lyn Osborn, Russ Bender, Douglas Henderson, Sam Buffington, Jason Johnson. Executive producer, Samuel Z. Arkoff; produced by James H. Nicholson and Robert J. Gurney, Jr.; directed by Edward L. Cahn.

Story: Steve Terrell and Gloria Castillo plan to elope but visit a local lover's lane first. Riding in the dark and without lights, they hit what looks like a little green man. They try to interest the police who think it a practical joke. They return to find the body of a man there, and the police charge them with manslaughter. The victim ran afoul of other little green men who it seems came to earth via a flying saucer. When the little green men attack Terrell and Castillo after they escape from the police, they discover that bright light can destroy them. They get all the youngsters in lover's lane to shine their car headlights on the things which destroy them.

X-Ray: Built with teen agers in the cast, this seems to have quite an appeal to the younger set. The story has been done in hep fashion so that the cats will dig it. The story holds interest after a fashion with down-to-earth dialogue and a measure of suspense, and the cast is suitable with direction and production okay. It shapes up as a good exploitation item. This was seen at a theatre in the day time, and was well attended at a time the same house is normally empty. The screenplay is by Robert J. Gurney, Jr. and Al Martin, based on a story by Paul Fairman. It is being teamed with "I Was A Teenage Werewolf."

Ad Lines: "See Teen Agers vs. Saucermen"; "Creeping Horror From The Depth of Time and Space"; "They Threatened The World Until Some Hep Youngsters Took Over."

## COLUMBIA

### The Brothers Rico (211)

MELODRAMA
91M

Estimate: The syndicate strikes again.

Cast: Richard Conte, Dianne Foster, Kathryn Grant, Larry Gates, James Darren, Argentina Brunetti, Lamont Johnson, Harry Bellaver, Paul Picerni, Paul Dubov, Rudy Bond. Produced by Lewis J. Rachmil; directed by Phil Karlson.

Story: Richard Conte, one time accountant for crime syndicate head Larry Gates, has gone straight with the blessing of Gates who owed his life to Conte's mother, Argentina Brunetti, when she stopped a bullet intended for him. Conte and his wife, Dianne Foster, expect to adopt a baby. Conte is told that the syndicate is looking for his younger brother, James Darren, so they can get him out of the country before the police can make him talk about a job he did. Conte finds him, whereupon the syndicate kills him just as they killed another brother of Conte. Conte decides to tell all to the police, and the word goes out to get him. Conte manages to kill Gates. He tells all about the syndicate which is put out of business, after which Conte and Foster resume a normal life and get to adopt their baby after all.

X-Ray: This program meller is pretty interesting with lots of intrigue, drama, and some action, but its theme reminds one of other films that have preceded it. It should do okay as a supporting feature on the program with most crime fans proving satisfied. The cast is okay, as are the direction and production. The screenplay is by Lewis Meltzer and Ben Perry, based on a story by Georges Simenon.

Tip On Bidding: Program rates.

Ad Lines: "Crime Doesn't Pay Except In Death"; "Underworld Exposed . . . Crime Leaders Unmasked"; "Why Was He Ordered Killed . . . Don't Miss The Thrill-Packed Answer."

## Operation Mad Ball

Comedy
105m

Estimate: Very funny comedy.

Cast: Jack Lemmon, Kathryn Grant, Ernie Kovacs, Arthur O'Connell, Mickey Rooney, Dick York, James Darren, Roger Smith, William Leslie. Produced by Jed Harris; directed by Richard Quine.

Story: At an Army hospital installation in Normandy in 1955, private Jack Lemmon falls for nurse officer Kathryn Grant. Captain Ernie Kovacs has his eye on her, and since he can't stand Lemmon, he tries to make things tough for him. The officers think they run the outfit, but it turns out that Lemmon is the real boss. He manages to outwit Kovacs at every turn. It winds up with him scheduling a ball to bring together the enlisted men with nurses, who couldn't see each other socially under normal regulations. Lemmon and Grant get together and Kovacs gets his just lumps.

X-Ray: A sneak preview audience roared at the on-screen proceedings here, and it stands to reason that other audiences everywhere and in every age bracket will follow suit. It moves fast and funny with the gags and humorous situations coming rapidly one after the other. The cast is very good with Mickey Rooney doing a hilarious bit and with Lemmon and Kovacs doing very well by their lead roles. The direction and production are superior, and the story holds interest throughout. It's a farce about G.I.'s and should appeal to veterans in particular and to everyone in general. The screenplay is by Arthur Carter, Jed Harris, and Blake Edwards, based on a play by Carter. A song, "Mad Ball," is heard.

Tips On Bidding: Higher bracket.

Ad Lines: "The Funniest Film In Years"; "Laughs Galore In This Fun Fest About The Army"; "Fun For All The Family In The Laugh Farce Of The Year."

## The Parson and The Outlaw

## (212)

(Technicolor)

Western
71m

Estimate: Religious western for duallers.

Cast: Anthony Dexter, Sonny Tufts, Marie Windsor, Buddy Rogers, Jean Parker, Robert Lowery, Madalyn Trahey, Bob Steele, Joe Sodja, Bob Duncan, Bob Gilbert, Jack Lowell, John Davis. A Charles "Buddy" Rogers production, directed by Oliver Drake.

Story: Billy The Kid, Anthony Dexter, is believed dead, but, in truth, still lives, although he has sworn to reform and never carry a gun again. He makes friends with bad 'un Sonny Tufts when he rescues him from an Indian attack. Ruthless empire builder Robert Lowery is determined to prevent an election which might find his land annexed to the State of Texas and result in the bringing in of law and order. Opposed to him is newspaper editor Madalyn Trahey. Tufts joins Lowrey's gang. Dexter, determined to keep out of the trouble, is forced to tangle with Lowery's toughs in order to protect his homestead. He is helped by Tufts, who suggests that Dexter would be smart to join up with Lowery. Dexter has "acquired" one of the Lowery mob's women, Marie Windsor, who becomes his housekeeper. Minister Buddy Rogers and wife Jean Parker arrive, recognize Dexter, and urge him to put on his guns and join the fight against Lowery. When Lowery's men intimidate the citizens on election day and Rogers is killed, Dexter kills Lowery; out-guns Tufts, and shoots down Lowery's men one by one, despite his own wounds, clearing the way for the people to vote as they choose.

X-Ray: This is a western with decided religious overtones. Short on action, long on preaching, it never quite crashes through due mainly to corny story by Oliver Drake and John Mantley and faulty characterization and direction. As the outlaw, for instance, Anthony Dexter is almost too much a pretty boy. The performance of Rogers as the minister comes off better, but the girls of the cast, Madalyn Trahey as the newspaper publisher and Marie Windsor, as the Mexican you know what, do not fare at all well, neither being convincing. Joe Sodja sings several ballads and hymns. The Technicolor rates with the poorer jobs of this medium. All in all, this is just filler for the duallers.

Tip On Bidding: Lower rates.

Ad Lines: "The Inspired Story of Fighting Faith"; "Another Legend Of Billy The Kid"; "He Strapped On His Guns Again—To Defend A Man Of God."

*The Servisection is the only service of its kind giving a full coverage, listing and reviews of all features and shorts released in the domestic market.*

# D.C.A.

## The Silken Affair

Comedy
96m

(English-made)

Estimate: Amusing English comedy has Niven name.

Cast: David Niven, Genevieve Page, Ronald Squire, Beatrice Straight, Wilfrid Hyde White, Dorothy Alison. Produced by Fred Feldkamp; directed by Roy Kellino.

Story: Accountant David Niven, who leads a hum-drum existence, fixes the books of a stocking factory whose owner he likes so that it will show a profit and stave off bankruptcy. He also juggles the books of a rival firm, whose owner he detests, to bring it, on paper, to the brink of ruin. He is motivated by a French stocking model with whom he carries on a flirtation. His tricks with the books are soon discovered, but by buying up the stocks of the first one and then the other, he finds himself in control of both. After a tangle with the law and a farce of a trial, a reconciliation takes place with all concerned, and he takes over operation of both businesses, now merged, with the former owners his partners. He also remains happy with his unsuspecting wife, having kissed the model a fond adieu.

X-Ray: Possibly best suited to the specialty and art spots, this farce does have enough laughs and star value to appeal to the average American audience, and it may surprise in certain spots. The accounting high jinks will be best appreciated by those initiated in high finance, to whom the whole thing will doubtless prove a riot. It's intelligent and charming film fare with story and screen play by Robert Lewis Taylor.

AD LINES: "He Was A Model Husband—She Was A Model . . ."; "She's Driven Niven Wild!"; "It Was Just Like Any Other Day—And Then She Happened To Him!"

# RANK

## Checkpoint

Melodrama
86m

(English-made)
(Eastman color)

Estimate: Actionful auto-race meller.

Cast: Anthony Steel, Odile Versois, Stanley Baker, James Robertson Justice, Maurice Denham, Michael Medwin, Paul Muller, Lee Patterson. Produced by Betty E. Box; directed by Ralph Thomas.

Story: While trying to steal secret plans of an Italian automobile plant for a new fuel intake, Stanley Baker, secretly in the employ of English millionaire automobile manufacturer James Robertson Justice, is discovered by a watchman, whom he beats to the draw and kills. He also accidentally sets the plant on fire and this results in several other deaths and great loss. Baker gets to a hideaway provided by Justice's men, but his escape from the country is essential. Justice's racing team gathers, preparing for the annual Italian Grand Prix. His ace driver, Anthony Steel, spends his waiting time renewing a romance with company secretary Odile Versois. It is Justice's plot to substitute Baker for Steel's co-driver in the race to get him out of the country into Switzerland. This is accomplished. Versois learns of the plot and chases after Steel by plane. Across the frontier, Steel swerves off the race route back towards Italy. The car crashes to a halt precariously balanced over a cliff. Versois and others arrive. Steel escapes as the car shifts carrying Baker to his death.

X-Ray: There is plenty of action in this interesting meller actually filmed in Italy on the famous Mille Miglia race course. On the debit side is the cast, mostly of unknown English stars, some of whom are difficult to understand; the fact that more suspense could have been whipped up for the lead character were the direction more taut; and a color job which is not of the best. Too much time was lost in the preparation for the race and incidental love story with one almost feeling as impatient as the villain who was so anxious to get going. This has a screenplay by Robin Estridge.

Ad Lines: "The World's Most Dangerous Sport"; "A Woman's Embrace For A Man Who Was An Expert On Hair-Pin Curves"; "Hers Was A Once-A-Year Love Affair With A Guy Who Raced Every Second To Eternity."

# 20TH—FOX

## Hell on Devil's Island

## (735)

Melodrama
74m

(RegalScope)

Estimate: Average prison film for the program.

Cast: Helmut Dantine, William Talman, Donna Martell, Jean Willes, Rex Ingram, Robert Cornthwaite, Jay Adler, Peter Adams, Ed Colmans, Mel Welles. Produced by Leon Chooluck and Laurence Stewart; directed by Christian Nyby.

Story: Former journalist Helmut Dantine, unjustly imprisoned on Devil's Island for eight years, is released. Embittered by the cruelty he has seen, he refuses to aid governor Robert Cornthwaite, who wishes to close the infamous prison and aid the inmates. William Talman, brutal prison overseer, aids wealthy Peter Adams in a plot to get cheap labor by forcing former prisoners into debt and then sending them to Adams' plantation to work in a secret gold mine. Dantine and his negro friend Rex Ingram learn of the mine and succeed in killing or capturing those responsible for the reign of terror. The prison is closed and Dantine wins a pardon and the governor's daughter.

X-Ray: This grim story of Devil's Island should prove interesting enough to those who like their films brutal. There is little relief from the oppressive mood of the prison island, although Donna Martell and Jean Willes provide welcome female diversion. Dantine proves a good leading man in a sympathetic role. There is not much that is different from other films on a similar theme, but it should fit into the program despite a lack of name values. Screenplay is by Steven Ritch.

Tip on Bidding: Program Rates.

**Ad Lines:** "Wholesale Terror In The World's Market Place Of Crime"; Devil's Island—Men Turned Into Beasts By A Lash Of Fear."

## The Sun Also Rises (738)

DRAMA 129M

(CinemaScope)
(Color by DeLuxe)

**Estimate:** Lavishly-produced Hemingway drama has great name values.

**Cast:** Tyrone Power, Ava Gardner, Mel Ferrer, Errol Flynn, Eddie Albert, Gregory Ratoff, Juliette Greco, Marcel Dalio, Henry Daniell, Bob Cunningham, Danik Patisson, Robert Evans, Eduardo Noriega, Jacqueline Evans, Carlos Muzquiz, Rebecca Iturbi, Carlos David Ortigos. Produced by Darry F. Zanuck; directed by Henry King.

**Story:** Tyrone Power, impotent as a result of war wounds, lives in Paris as part of the "lost generation" after World War I. He and Ava Gardner are deeply in love, and despite his handicap can't seem to stay away from each other. Gardner attempts to forget her love for Power with other men, but to no avail. Mel Ferrer and Errol Flynn are both in love with Gardner as well, and as the whole troup attends a fiesta in Spain, tempers flare. Gardner goes off with Spanish bullfighter Robert Evans. Summoning Power to take her back to Paris, Gardner realizes that the hopeless love she and Power share is destined to continue.

**X-Ray:** This is a magnificent production. Indeed, the European backgrounds, bullfight sequences, etc., are of such beauty that it appears that they are being photographed for the first time. Zanuck has certainly outdone himself, and the sweeping photographic work is guaranteed to fascinate all audiences. Dramatically, the film leaves a bit more to be desired. Again, Zanuck has tackled a ticklish situation, impotency this time, in such a forthright manner that it should offend no one. Hemingway's novel, however, is not the easiest vehicle to translate to the screen, and somewhere along the way, the real meaning of the lost generation has been sidetracked, and few of the characters are of real interest. Such criticism, however, does not alter the fact that the film has a tremendous boxoffice potential. In addition to the staggering production values, Zanuck has gotten together as potent a cast of star names as ever graced a marquee. Of the high-powered principals, it is Flynn surprisingly who offers the most satisfying characterization, his always-drunk Scotsman being a joy to behold. Exhibitors, primarily in metropolitan areas where the theme will generate little protest, stand to do well with this decidedly off-beat but beautifully produced film. Screenplay is by Peter Viertel.

**Tip on Bidding:** Highest rates.

**Ad Lines:** "A Love That Knew No Limits . . . In A World Gone Mad"; "Hemingway's Searing Story Of The Lost Generation Explodes Onto The Screen."

# UNITED ARTISTS

## Enemy From Space

MELODRAMA 84M

(Hinds) (English-made)

**Estimate:** Okay science fiction entry.

**Cast:** Brian Donlevy, John Longden, Sydney James, Bryan Forbes, William Franklyn, Vera Day, Charles Lloyd Pack, Tom Chatte. Produced by Anthony Hinds; directed by Val Guest.

**Story:** England is threatened by an invasion from another planet. Their haven of refuge until they can grow and release huge monster masses which will invade and envelop the world has official government sanction because influencing "thingamabobs" have gotten into influential officials. Scientist Brian Donlevy becomes involved and finds efforts to reveal the truth about the project meet with resistance. He is finally able to enlist the aid of police inspector John Longden. They finally get the upper hand and destroy the things and the planet from which they came, which frees all under the influence of the "thingamabobs." Donlevy hopes he has seen the last of the space invaders, but he doesn't sound at all positive.

**X-Ray:** If memory serves correctly, this would be the second of a series of science fiction films which evidently star Brian Donlevy as a two fisted scientist out to save humanity from the clutches of all kinds of queer looking monsters. There's a good deal of action and excitement and some suspense as well, so interest is held on high pretty much throughout. The cast is convincing, and the direction and production are good. It should do okay as a supporting feature and perhaps better where science fiction fans abound. The screenplay is by Nigel Kneale and Val Guest, based on a story by Kneale.

**Ad Lines:** "They Struck Out Of The Blue"; "A Science Fiction Thriller."

## Gunsight Ridge

WESTERN 85M

(Libra)

**Estimate:** Good western.

**Cast:** Joel McCrea, Mark Stevens, Joan Weldon, Darlene Fields, Addison Richards, Carolyn Craig, Robert Griffin, Slim Pickins, Stanford Jolley, George Chandler. Produced by Robert Bassler; directed by Francis D. Lyon.

**Story:** The latest of a series of holdups in the Arizona Territory takes place with a stagecoach occupied by Joel McCrea and Joan Weldon, daughter to sheriff Addison Richards. When the bandana of one of the men slips and he is recognized, his accomplice, Mark Stevens, kills him. Stevens masquerades as a respectable member of the community which is aroused enough to ask that Richards resign, but they agree to give him more time when he takes on McCrea as a deputy. Circumstantial evidence leads Richards to Stevens. Stevens kills him, then goes on the lam. McCrea follows and a showdown sees Stevens lose the fight and his life.

**X-Ray:** This is a good western that not only features a fast-paced and interesting yarn but good performances and better direction as well. McCrea is fine as the lawman fast with a gun as well as with the charm and the humor, and the balance of the cast plays well also. It should satisfy western fans and make up well on the program. The story and screenplay are by Talbot Jennings and Elizabeth Jennings.

**Tips On Bidding:** Fair program rates.

**Ad Lines:** "Only One Would Leave Gunsight Ridge Alive . . . "; "A Fast Gun And A Sense Of Humor Help A Lawman Stay Alive"; "This Is A Western With A Bang."

## Street Of Sinners

MELODRAMA 76M

(Security)

**Estimate:** Okay lower half entry.

**Cast:** George Montgomery, Geraldine Brooks, Nehemiah Persoff, Marilee Earle, William Harrigan, Stephen Joyce, Clifford David, Diana Miley. Produced and directed by William Berke.

**Story:** Rookie cop George Montgomery is assigned to take over one of the toughest streets in town when regular cop William Harrigan decides to retire. He refuses to bow to the influence of Nehemiah Persoff, bar owner and underworld wheel in the area, and tickets his brother's car, rousts minors from the saloon, and objects to attractive Marilee Earle working there as a waitress. The kids are against him, and he finds things tough until he proves he can be a regular guy. When he latches onto a lead tying in Persoff with the rackets, the girl who talks is ordered killed. Montgomery tries to prevent it but is too late. He has a tough time proving there was a killing until he stumbles on a hidden sewer. When Persoff tries to kill him, Harrigan shows up and shoots Persoff.

**X-Ray:** This tale of an honest rookie cop being assigned to a rough and tough beat moves fast with a variety of characters and incidents being thrown at him. Montgomery is okay as the lead, and the direction and production are forceful so that interest is kept alive. It should make for an attraction for the juveniles, and keep the melodrama seekers satisfied. The film should do okay as a support entry on the program. The screenplay is by John McPartland, based on a story by Philip Yordan. This Bears A Legion of Decency 'B' Rating.

**Ad Lines:** "He Had To Be Fast With A Gun Or A Club To Stay Alive"; "This Was No Street For Decent Citizens Come Nighttime"; "Torn From The Headlines Of Today's Newspaper."

# U-INTERNATIONAL

## My Man Godfrey

COMEDY 92M

(CinemaScope)
(Eastman Color)

**Estimate:** Highly amusing entry.

**Cast:** June Allyson, David Niven, Jessie Royce Landis, Robert Keith, Eva Gabor, Jay Robinson, Jeff Donnell, Martha Hyer. Produced by Ross Hunter; directed by Henry Koster.

**Story:** Society's madcap sisters, June Allyson and Martha Hyer, are competitors in a scavenger hunt, after the same goat. The animal gets away on the waterfront, and Allyson comes up with bearded David Niven instead and wins. She sees quality beneath his unshaven face and rough clothes and persuades him to become family butler. The house functions smoothly despite attempts by Hyer to upset his status. He is recognized by party guest Eva Gabor as a member of Austrian royalty, but he gets her to play along with him. He realizes it's only a matter of time until the authorities find out he is in the country illegally, and he decides to leave before he is deported so that he can return at a later date. Allyson pursues him on board ship, and the captain agrees to marry them.

**X-Ray:** Filled to the overflowing with gags, humorous situations, and amusing dialogue, this re-make proves to be an entertaining entry. If the reaction at a sneak preview is any criterion, this should play off quite well. The audience seemed to be having quite an enjoyable time. The production is aided by the presence of Allyson and Niven, the latter coming off very well in the title role with a polished performance. The story is lightweight, nonsensical, and amusing, and it moves at a good pace. Direction and production fall into the better catagory. Audiences should like this one. The screenplay is by Everett Friedman, Peter Berneis, and William Bowers, based on a previous screenplay by Morrie Ryskind and Eric Hatch and on the novel by Hatch. The songs "My Man Godfrey" and "Lovely" are to be heard.

**Tips On Bidding:** Higher bracket.

**Ad Lines:** "Fun For All"; "For A Hilarious Time Follow 'My Man Godfrey' "; "It's The Funfest They're All Talking About."

## Quantez (5734)

WESTERN 80M

(CinemaScope)
(Eastman Color)

**Estimate:** Western has names to help.

**Cast:** Fred MacMurray, Dorothy Malone, James Barton, Sydney Chaplin, John Gavin, John Larch, Michael Ansara. Produced by Gordon Kay; directed by Harry Keller.

**Story:** Five people involved in a bank robbery elude a posse and head for a tiny town near the Mexican border, Quantez. John Larch is the leader; Dorothy Malone is his reluctant girl friend; Fred MacMurray is a gunman who would like to stop killing and live in peace; John Gavin is an easterner who came west to prove himself with a gun; and Sydney Chaplin is a white man raised by Indians. They reach Quantez to find it deserted for several days. They stay overnight. Chaplin finds out that the Apaches have driven the townspeople out, claiming

*(Continued on page 4376)*

# ALPHABETICAL GUIDE To 18 Features Reviewed

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the land as their own, and though he knows the others in town will be wiped out if they remain until the sun rises, he doesn't warn them. Malone and Gavin are interested in each other, but Larch warns the other away from his woman. There is a showdown between Larch and MacMurray when Larch goes out to kill Garvin. Larch is killed. The Indians attack after killing Chaplin. MacMurray holds them off so that Garvin and Malone can escape to a new life.

X-RAY: A little less conversation and a little more action might have made this into a better western. There is some suspense and a climatic scene with lots of riding and shooting, but it takes a while to get to it. The characters are none too pleasant, but the actors do okay by their roles while the direction and production are average. The use of color provides an assist. Music heard includes "The Lonely One" and "True Love." It should do okay as part of the program with the "names" of MacMurray, Malone, Barton and Chaplin to help. The screenplay is by R. Wright Campbell, based on a story by Anne Edwards and Campbell.

TIPS ON BIDDING: Program rates.

AD LINES: "Where Naked Fear Walked The Silent Streets"; "A Lonely, Desperate Woman And Four Violent Men"; "The Last Man Alive Would Own Her . . . But Would He Be The One She Wanted?"

### The Unholy Wife (5735) DRAMA 94M

(RKO) (Technicolor)

ESTIMATE: Program drama.

CAST: Diana Dors, Rod Steiger, Tom Tryon, Beulah Bondi, Marie Windsor, Arthur Franz, Luis Van Rooten, Joe De Santis, Argentina Brunetti, Tol Avery, James Burke. Produced and directed by John Farrow.

STORY: Diana Dors accepts an offer of marriage from well-to-do vineyard owner Rod Steiger. She soon tires of her sedate existence and has an illicit romance with rodeo rider Tom Tryon. When Steiger and friend Joe De Santis have a violent argument, she plans on killing Steiger and going off with Tryon with the Steiger fortune. She accidentally shoots De Santis who arrives to apologize. She persuades Steiger that she thought the dead man was a prowler and that he should take the blame as she might be sent back to prison and then deported to England. When he agrees, she frames some evidence to make it look like murder, and he is convicted and sentenced to die. His elderly mother, Beulah Bondi, who overhears Dors admit the killing and the frameup, has a stroke. She takes an overdose of medicine which kills her, knowing that Dors will be blamed. Dors is tried and sentenced to death. Steiger is freed on testimony provided by Tryon.

X-RAY: This dramatic offering is a bit on the heavy side, dealing with murder and illicit romance. For those who can follow the involved plot, it should provide a measure of entertainment. There is little comedy relief, but there is quite a bit of conversation. The cast is okay, and the direction and production values are adequate, with color giving the proceedings a boost. It should do okay as a program entry. The screenplay is by Jonathan Latimer, based on a story by William Durkee.

TIPS ON BIDDING: Program rates.

AD LINES: "Half-Angel, Half-Devil She Made Him Half-A-Man"; "She Turned His Peaceful Valley Into a Volcano Of Seething Passions That Even Murder Could Not Stem"; "She Was Too Much Woman For Any One Man!"

## MISCELLANEOUS

### Cartouche MELODRAMA 73 M.

(RKO)

ESTIMATE: Lower half filler.

CAST: Richard Basehart, Patricia Roc, Massimo Serato, Akim Tamiroff, Isa Barzizza, Nerio Bernardi. Directed by Steve Sekely; produced by John Nasht.

STORY: Son of a sick nobleman, Richard Basehart returns to France to try and clear his name of a crime he was framed for. He avoids traps set for him and enlists the aid of an actors' troupe including Patricia Roc, who helps him gather evidence that another is guilty. They convince Governor Akim Tamiroff that he should be declared innocent and his titles and fortune returned to him. Since Roc and Basehart are in love, they decide a future together is most appropriate.

X-RAY: This is one of those pictures wherein they write with a feather, fight with swords, and believe chivalry is okay for the hero but not for the villain. It was filmed abroad in Italy and France and as a result the backgrounds and settings offer some authenticity. The story is a bit on the familiar side. Direction is fair, and the editing is a bit on the choppy side with the fades and dissolves a bit rough. If you need filler for the lower half, this could be it. The screenplay is by Louis Stevens based on a treatment by Tullie Pinelli. This RKO release is going out through various independent exchanges, not through U-I.

AD LINES: "A Ready Sword Was Always At His Side"; "Daring Adventure Followed Him Across France"; "Cartouche—The Adventurer With The Ready Sword And Ready Lips For Any Lovely Lass."

## The Shorts Parade

### TWO REEL

#### Cinemascope Color Travel

ARRIVEDERCI ROMA. Columbia—CinemaScope Musical Travelark. 20m. Beautiful Technicolor views of Rome form a backdrop for a bicycle trip by three engaging Italian youngsters. Actor Nigel Patrick narrates their trip all through the city to St. Peter's Cathedral in Vatican City. Here we learn that our young guides are choir-boys at the famous church. GOOD. (1443).

### ONE REEL

#### Cinemascope Color Cartoon

CLINT CLOBBER'S CAT. 20th-Fox Cinamascope Terrytoons. 6m. To get a home the dog, barred by the janitor from the exclusive apartment house, poses as a cat to fool the kind hearted, near-sighted old maid. She becomes attached to it and tells off the janitor when he wants to toss it out again. The janitor says nobody can fool him, he knows it is a dog. FAIR (5707).

#### Cinemascope Color Novelty

SWAMP BOAT SPORTS. 20th-Fox—CinemaScope Color Specials. 9m. Speedy air boats have created a new sport, enabling vacationers to penetrate the Florida Everglades. Much of the wild country and the life of the Seminoles are seen. EXCELLENT. (7708).

TEMPO OF TOMORROW. 20th-Fox-Cinemascope Color Special. 8m. This is another visit to Havana. Shown are the historical spots, the modern building program, architectural scenes, and even several glimpses of dictator Batista. FAIR. (7707).

#### Color Cartoon

GOOFY GARDENER. U-I-Walter Lantz Cartunes. 6m. Hercules, the gardener, doesn't let a big outdoor society party at the ritzy estate where he is employed stop him from his work. He blames the host of the affair for all the boners he pulls. FAIR. (3620).

#### Color Novelty

HURRAY ALL BOATS. U-I-Color Parades. 9m. American sportsmen are taking to boats of all shapes and sizes. Seen are such experienced boat handlers as Guy Lombardo, Henry Kaiser, and Donald Campbell competing in the annual Gold Cup Race with some mighty fancy entries. A boat show is also shown. GOOD. (3677).

#### Sports

PANAMA PLAYLAND. Columbia-World Of Sports. 9m. Panama is visited with stress laid on sports. Seen are swimming, tennis, horseracing, spear-fishing, and cock-fighting. Included are some shots of primitive San Blas Indians doing customary dances. GOOD. (1807).

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is
distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

| | A.A. | COLUMBIA | M.G.M. | PARAMOUNT | RANK | REPUBLIC | 20th-FOX | U.A. | UNIVERSAL | WARNERS | MISC. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NOW IN GENERAL RELEASE | **Let's Be Happy** (CS-TC) Tony Martin, Vera-Ellen<br>**Spook Chasers** Bowery Boys<br>**Hot Rod Rumble** Leigh Snowden, Wright King<br>**Aqua Dive Girl** Mara Corday, Pat Conway<br>**Love In The Afternoon** Gary Cooper Audrey Hepburn Maurice Chevalier<br>**Daughter Of Dr. Jekyll** John Agar Gloria Tolbott<br>**Dino** Sal Mineo Susan Kohner Brian Keith<br>**The Disembodied** Paul Burke Allison Hayes<br>**Cyclops** James Craig Gloria Talbott Lon Chaney, Jr. | **Fire Down Below** (CS-TC) Rita Hayworth, Robert Mitchum, Jack Lemmon<br>**20 Million Miles To Earth** William Hopper, Joan Taylor<br>**The 27th Doy** Gene Barry, Valerie French<br>**Jeanne Eagels** Kim Novak Jeff Chondler<br>**The Young Don't Cry** Sal Mineo James Whitmore<br>**No Time To Be Young** Robert Vaughn Dorothy Green<br>**Town On Trial** John Mills Borbara Botes<br>**Pickup Alley** (CS) Victor Mature Anita Ekberg<br>**3:10 To Yuma** Glenn Ford Van Heflin Kathryn Grant | **This Could Be The Night** (CS) Jean Simmons, Paul Douglos, Joan Blondell<br>**The Little Hut** (C) Avo Gardner, Stewort Granger, David Niven<br>**The Seventh Sin** (CS) Eleanor Parker, Bill Travers, George Sanders<br>**Something Of Volue** Rock Hudson, Dana Wynter, Wendy Hiller<br>**Man On Fire** Bing Crosby Inger Stevens Mary Fickett<br>**Silk Stockings** (CS-Color) Fred Astaire Cyd Charisse Janis Paige<br>**Gun Glory** (CS-C) Stewart Granger Rhondo Fleming | **For Whom The Bell Tolls** (RE) (TC) Gary Cooper, Ingrid Bergman<br>**The Delicate Delinquent** (VV) Jerry Lewis Darren McGavin<br>**Beau James** (VV-TC) Bob Hope Vera Miles Paul Douglas<br>**Loving You** Elvis Presley Lizabeth Scott Wendell Corey (VV-TC)<br>**Omar Khayyom** (VV-TC) Cornel Wilde, Debra Paget<br>**Cecil B. DeMille's The Ten Commandments** (VV-TC) (Special Engagements)<br>**Stowaway Girl** Trevor Howard Elsa Martinelli (England) | **Value For Money** (TC-VV) John Gregson Diana Dors<br>**Triple Deception** (TC-VV) Michael Craig<br>**The Third Key** Jack Hawkins | **Duel At Apache Wells** Anna Marie Alberghetti, Ben Cooper Jim Davis<br>**Affair In Reno** John Lund, Doris Singleton, John Archer<br>**Hell's Crossroads** Stephen MacNally, Peggie Castle, Barton MacLone<br>**Spoilers Of The Forest** (C) Rod Cameron, Vera Ralston<br>**Man In The Road** Derek Farr, Ella Raines (Englond)<br>**The Weapon** Steve Cochran, Lizabeth Scott, Herbert Marshall<br>**Beginning Of The End** Peter Graves, Peggie Castle<br>**The Uneorthly** John Carradine, Allison Hayes | **An Affair To Remember** (CS-C) Cary Grant, Deborah Kerr, Richard Denning<br>**Apache Worrior** Keith Larsen Jim Davis<br>**Will Success Spoil Rock Hunter** (CS-C) Jayne Mansfield, Tony Randall<br>**Seowife** (CS-C) Richard Burton, Joan Collins<br>**Forty Guns** (CS) Barbara Stanwyck, Gene Barry, Barry Sullivan<br>**The Unknown Terror** Paul Richards, Mala Powers<br>**Back From The Deod** Arthur Franz, Peggie Castle, Marsha Hunt | **Boyou** Peter Graves, Lita Milan<br>**The Monster That Challenged The World** Tim Holt, Audrey Dalton<br>**The Vampire** John Beal, Coleen Gray<br>**The Monte Carlo Story** (TC) Marlene Dietrich, Vittorio De Sica<br>**The Fuzzy Pink Nightgown** Jane Russell, Keenan Wynn<br>**Valerie** Sterling Hayden, Anita Ekberg<br>**Jungle Heat** Lex Barker, Mori Blanchard<br>**My Gun Is Quick** Robert Bray<br>**Lady Of Vengeance** Dennis O'Keefe, Ann Sears | **Joe Butterfly** (CS-TC) Audie Murphy George Nader Burgess Meredith<br>**The Midnight Story** (CS) Tony Curtis, Marisa Pavan, Gilbert Roland<br>**Interlude** (CS-TC) June Allyson, Rossano Brazzi<br>**Doctor At Lorge** (VV-C) (English) Dirk Bogarde<br>**Run Of The Arrow** (TC) Rod Steiger, Sarita Montiel<br>**Night Passage** (TC) James Stewart Audie Murphy Dianne Foster<br>**That Night** John Beal Augusta Dabney<br>**Man Of A Thousand Faces** (CS) James Cagney Dorothy Malone | **A Face In The Crowd** Andy Griffith Patricia Neal<br>**The D.I.** Jack Webb, Don Dubbins, Jackie Loughery<br>**The Prince And The Showgirl** (TC) Marilyn Monroe, Laurence Olivier<br>**X—The Unknown** Dean Jogger<br>**The Curse Of Frankenstein** (C) Peter Cushing, Hazel Court<br>**Band Of Angels** (C) Clark Gable Yvonne DeCarlo<br>**Rising Of The Moon** Frank Lowton Denis O'Dea<br>**The James Dean Stary** James Dean | **Johnny Tremain** (TC) (Disney) Hal Stalmoster, Luana Paten, Jeff York (BuenaVista)<br>**Drag Strip Girl** Steve Terrell Fay Spain (American Int.)<br>**Rock All Night** Dick Miller and Platters (American Int.)<br>**Bambi** (TC) (Disney) (RE) (Buena Visto)<br>**I Was A Teenage Werewolf** Michael Landon Yvonne Lime (American-Int.)<br>**Invasion Of The Saucer Men** Steve Terrell Gloria Castillo (American-Int.) |
| PROMISED FOR EARLY RELEASE | **Portland Expose** Edward Binns Virginio Gregg<br>**Death In Small Doses** Peter Groves Mala Powers<br>**From Hell It Came** Tod Andrews Tino Carver<br>**Man From Monterey** Sterling Hoyden Pamela Duncan<br>**Teenage Doll** June Kenney John Brinkley Fay Spain<br>**Undersea Girl** Mara Corday Pat Conway<br>**Naked In The Sun** (C) James Craig Barton MacLane Lita Milan<br>**Looking for Danger** Bowery Boys<br>**Streets Of Havana** John Cossavetes Raymond Burr Sara Shone | **The Brothers Rico** Richard Conte Dianne Foster<br>**The Parson and The Outlaw** (TC) Anthony Dexter Buddy Rogers Marie Windsor<br>**Woman Of The River** (TC) Sophia Loren Gerard Oury | **Tip On A Dead Jockey** (CS) Robert Taylor Dorothy Malone<br>**Decision Against Time** Jack Hawkins (England)<br>**Action Of The Tiger** (CS-Color) Van Johnson Martine Carol<br>**House Of Numbers** Jack Palance Barbara Lang<br>**The Hired Gun** Rory Calhoun Anne Francis | **Shortcut Ta Hell** (VV) Robert Ivers Georgann Johnson<br>**Mr. Rock And Roll** Alan Freed Rocky Graziano Lionel Hampton<br>**The Devil's Hairpin** (VV) Cornel Wilde Jean Wallace<br>**The Joker Is Wild** (VV) Frank Sinatra Jeanne Crain<br>**Sailor Beware** (RE) Dean Mortin Jerry Lewis<br>**Jumping Jacks** (RE) Dean Martin Jerry Lewis<br>**Hear Me Good** (VV) Hal March Merry Anders<br>**Zero Hour** (VV) Dana Andrews Linda Darnell Sterling Hayden | **The Black Tent** (TC-VV) Anthony Steel<br>**A Town Like Alice** Virginia McKenna<br>**The Gentle Touch** (T) George Baker<br>**As Long As They're Happy** (EC) Jack Buchanon Diana Dors<br>**Jacqueline** John Gregson Kathleen Ryan<br>**Pursuit Of The Graf Spee** (TC-VV) John Gregson<br>**An Alligator Named Daisy** (TC-VV) Donald Sinden Diana Dors<br>**The Spanish Gardener** (TC-VV) Dirk Bogarde Jon Whiteley | **Journey To Freedom** Jacues Scott Geneviv Aumont<br>**Time Is My Enemy** Dennis Price Renee Asherson<br>**The Lawless Eighties** Buster Crabbe Marilyn Saris<br>**Pownee** (C) G. Montgomery, Lola Albright<br>**Last Stagecoach West** Jim Davis, Mary Castle<br>**Taming Sutton's Gal** John Lupton, Gloria Talbott<br>**Hell Canyon Outlaws** Dale Robertson Brian Keith Rosonno Rory<br>**Operation Conspiracy** Philip Friend Mary Mackenzie<br>**The Wayward Girl** Marcia Henderson Peter Walker | **Hell On Devil's Island** Helmut Dantine Donna Martell<br>**The Sun Also Rises** (C-CS) Ava Gordner Tyrone Power Errol Flynn<br>**Three Faces Of Eve** (CS) David Wayne Joanne Woodward<br>**The Deerslayer** (C-CS) Lex Barker Forest Tucker Cathy O'Donnell<br>**Na Dawn Payment** (CS) Jeffrey Hunter Sheree North Tony Randall<br>**The Copper Sky** Coleen Gray Jeff Morrow<br>**Stopover Tokyo** (DC-CS) Robert Wogner Joan Collins EHdmond O'Brien<br>**Ride A Violent Mile** (RS) John Agar Penny Edword | **Chicago Confidential** Brian Keith Beverly Gorland<br>**Gunsight Ridge** Joel McCrea Mark Stevens Joan Weldon<br>**Enemy From Spoce** Brian Donlevy<br>**The Careless Years** Dean Stockwell Natolie Trundy<br>**Street Of Sinners** Geo. Montgomery Geraldine Brooks<br>**Satchmo, The Great** Louis Armstrong | **Joe Dakoto** (C) Jock Mahoney Luana Patten<br>**The Lond Unknown** (CS) Jock Mahoney, Shawn Smith<br>**Jet Pilot** (TC) John Wayne, Janet Leigh<br>**Quantez** (EC-CS) Fred MacMurray Dorothy Malone<br>**The Unholy Wife** (TC) Diana Dors Rod Steiger | **The Pajama Game** (C) Doris Day John Raitt Carol Haney | |

**SYMBOLS USED ABOVE:** CS—CinemaScope, C—Color, RE—Reissue, TC—Technicolor, VV—VistaVision—Name of country, other than U.S.A., indicates import.

"Superior! Has pace, variety! Songs... lively and interesting. Will do well!"
HOLLYWOOD REPORTER

# BOXOFFICE GOES JUMPIN' WITH ROCK'N ROLL!

It's the Red-Hot Battle of the Rages!
BOP GIRL
THE MARY KAYE TRIO
THE GOOFERS
LORD FLEA
NINO TEMPO
THE TITANS

*When the jumpin' guitar meets that bongo beat — it's dynamite! And when a curvy cutie clashes with a square prof. — it's the battle of the sexes!*

starring
JUDY TYLER · BOBBY TROUP · MARGO WOODE
ARNOLD BELGARD
Written by ARNOLD BELGARD · Music by LES BAXTER
Directed by HOWARD W. KOCH
Produced by AUBREY SCHENCK · A BEL-AIR Production

THRU
UA

MOTION PICTURE

# EXHIBITOR

SEPTEMBER 11, 1957 VOLUME 58 NUMBER 20

IN TWO SECTIONS • THIS IS SECTION ONE

## Abracadabra From The Justice Department

editorial

## Court Delays Loew's Meeting

*(page 6)*

## 20th-Fox Sets 37 For 1958

*(page 8)*

AND FEATURING:
PHYSICAL THEATRE-EXTRA PROFITS

← Henry S. Griffing, president, Video Independent Theatres, launched the first Telemovies installation last week in oil-rich Bartlesville, Okla.

# ADVERTISING IS "LES GIRLS" BEST FRIEND!

**Here's the BIG, BIG, M-G-M campaign. We're betting a fortune on these fillies!**

MAGAZINES ALONE REACH 200,000,000

Three 1-column, 2-color "teasers" and one full-page, 4-color display ad in each of these leading publications — LIFE, LOOK, SATURDAY EVENING POST.

"Picture of the Month" column in each of these leading publications — GOOD HOUSEKEEPING, McCALL'S, TRUE STORY, SEVENTEEN, REDBOOK PARENTS', COSMOPOLITAN.

Full-page ad in the fan magazines.

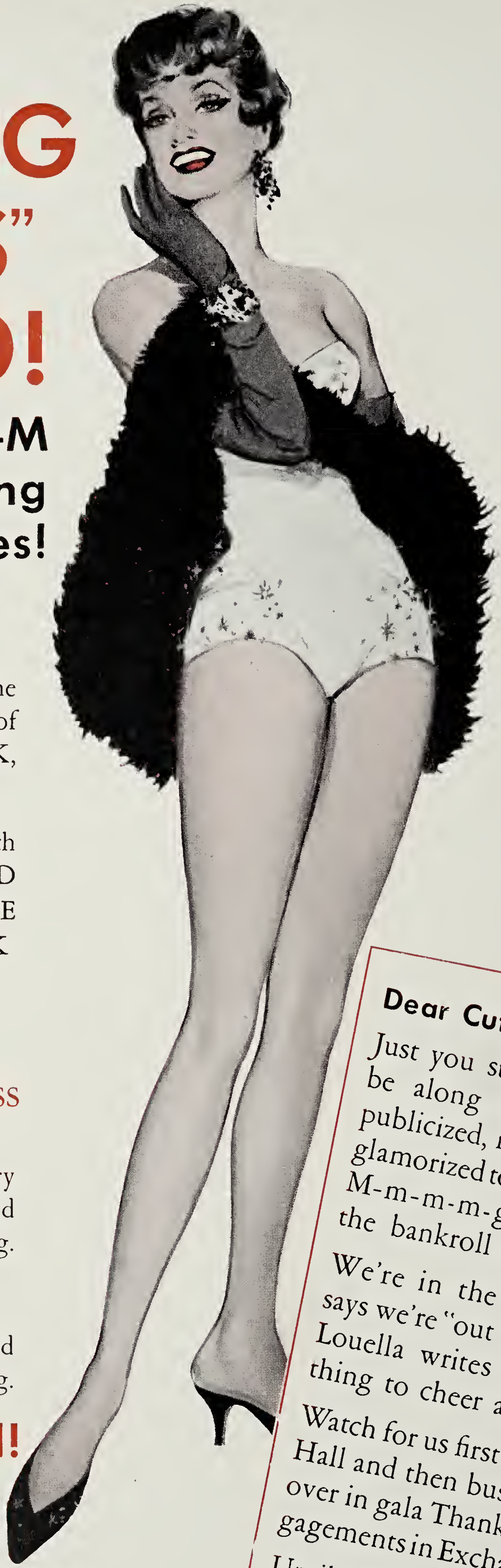
NEWSPAPERS REACH COUNTLESS MILLIONS MORE

5,000-line advance and supplementary campaign to begin two weeks before and continue through each premiere opening.

RADIO AND TV SATURATION

Big national campaign begins before and continues through each premiere opening.

## THAT'S PENETRATION!



**Dear Cute Mr. Exhibito**

Just you stop fretting! We' be along soon — advertised publicized, merchandised and glamorized to zillions of folks. M-m-m-m-g-m is shooting the bankroll on advertising.

We're in the news! Hedda says we're "out of this world." Louella writes we're "something to cheer about."

Watch for us first at the Music Hall and then busting out all over in gala Thanksgiving engagements in Exchange Cities.

Until we meet on your big screen, lovingly —

**"LES GIRLS"** *("rhymes with playgirls")*

M-G-M presents A Sol C. Siegel Production of Cole Porter's "LES GIRLS"
starring GENE KELLY · MITZI GAYNOR · KAY KENDALL · TAINA ELG
co-starring Jacques Bergerac · Screen Play by John Patrick · Story by Vera Caspary · Music and Lyrics by Cole Porter · In CinemaScope and Metrocolor
Associate Producer Saul Chaplin · Directed by George Cukor

MOTION PICTURE
EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

SEPTEMBER 11, 1957
VOLUME 58 NUMBER 20

## ON FILLING THE WASTE BASKETS OF THE WORLD

At some time or other, most exhibitors, or at least those operating first-runs, have received from some distribution ad executive one of those big envelopes, bearing 40 cents or more of postage, and stuffed with a heterogeneous glob of advertising matter on different pictures, mostly old ones. A current example reaching our desk contains an old four page trade paper insert relating to seven pictures that have mostly played off, at least in the first runs; two photostats of newspaper references to two pictures as carried in the New York Times of June 16 and the Chicago Daily News of July 15; another photostat of a column from a Sunday supplement of May 12; a reprint from one of the west coast trade dailies of June 24; and an old reprint from Variety showing how a certain picture was grossing in key cities back last June 5. All of this, mind you, in late August. Now, we can see how various overprints of such data can accumulate and need to be scrapped. But why not scrap it in New York? Why spend postage to ship "yesterday's newspapers" across the country? What a waste! And this from a company that has found it necessary to cut its trade paper ad budget!

## ABRACADABRA FROM THE JUSTICE DEPARTMENT

A close associate in the theatre business has made the following correspondence available to us, and we are reproducing it here as an example of what can be expected, in the way of thinking and of ducking, from the current administration of the Department of Justice.

To give the background details without belaboring a particular picture or company, this theatre executive's complaint dated Wednesday, July 31, went as follows: "*The attached letter was received currently from (———) relative to their licensing of (———) in (———). While the bidding application accompanying this letter is the usual two page, legal size form of very fine print, localized by typewriter to our theatre, it would seem to me that the accompanying letter, by specifying acceptable terms, resembles a holdup rather than a competitive bid. It would also seem to me that in view of the fact that all first-run theatres in (———), party to this competitive bid, now charge exactly the same well known admission price, the well veiled reference to "the admission price you expect to charge" is nothing more or less than a recording of the fact that to win this picture a theatre must increase its prices to the public.*

"*From my many years of practical theatre operating and film buying experience, this letter accompanying a bid application says just two things, regardless of the wording used. First: the price placed on this picture is 70-30-10 for a minimum run of three weeks. Second: to be awarded this picture a theatre must raise its normal admission price to the public to $1.00 or $1.25. Did the courts that gave us the Paramount Case and the Consent Decree that were supposed to encourage free enterprise in this industry intend to put us in such strait jackets made possible only by scarcity? (———) is not a great picture, but is a good musical. Only scarcity enables the producer to gouge us for an exorbitant price, and through us to gouge the public for exorbitant admission scales.*

"*Can I have your reaction to the above? Bids on the above are returnable Aug. 5, so an early reply would be appreciated.*"

Ten days went by without an answer, so the theatre executive, having now missed the bid date completely, wrote another letter to the Department on Aug. 9 asking for a reply.

Still no answer, so on Aug. 20 he made up copies of his two letters of July 31 and Aug. 9 and directed them to 14 members of the Senate Judiciary Committee and to the two senators from his own state, together with a complaint about the lack of courtesy to a taxpayer, and "first class citizen."

This brought rain in the form of nine letters from Senators and one from the Department of Justice claiming that: (a) the first letter hadn't arrived; (b) the second letter arrived when the particular specialist was on vacation; and (c) if a second copy of the first letter would be forwarded it would receive a prompt reply. At no place in this or in the subsequent letter is there even one word of regret that such farfetched happenings could, or did, happen; or that nearly one whole month, plus "blasting," was necessary to get a normal reply. Finally, on Aug. 28, came the reaction requested on July 31:

"*Concerning the letter addressed to you by (———) on July 29, 1957 relating to the bidding for (———), the judgments entered in the Paramount case do not regulate what licensing terms the distributors may ask for their pictures. Hence (———), so long as it acts in the exercise of its own business discretion, is free to request the percentage terms and the playing time set forth in its letter of July 29.*

"*Since (———) will license this picture on first run in (———) on a basis of a percentage of the box office receipts, it can properly inquire of you what admission prices you propose to charge for the purpose of evaluating your offer. This is because the admission prices which an exhibitor charges have an important and direct bearing on the amount of such receipts and hence on the film rental which may be reasonably expected from an engagement licensed on the basis of a percentage of the box office receipts. However, (———) cannot bind you to charge any particular admission prices. Therefore, regardless of what admission prices you indicate to (———) you propose to charge, you still will be free to charge whatever prices you see fit to charge.*

"*We realize of course that you probably do not want to* *advise (———) you will charge certain admission prices then in fact charge different admission prices even though you are free to do this. We are also aware that your proposed admission prices for the engagement of the picture will have a bearing on whether you will be the successful bidder for the picture, but this is because what you are really offering (———) depends in substantial part on what you will charge your patrons. The dilemma arises from the manner in which motion pictures are marketed.*

*"In the case of usual pictures the distributor knows that the exhibitor will in all probability charge his usual admission prices. The distributor knows or can easily find out what such usual admission prices are. Hence the admission price problem almost always arises in the case of a picture which the distributor feels has unusual merit, and which may also have involved a production cost higher than is usual, which the distributor has therefore undertaken to market differently than it markets other pictures.*

*"We note your statement that '(———) is not a great picture, but is a good musical.' As you know it is based on a very successful stage show which had an excellent reception both by the critics and the theatre-going public. We express no opinion on the quality of the picture and we do not know what (———) own evaluation of the picture is.*

*"If you desire to charge your usual admission prices we recommend that you so indicate to (———). This, of course, will mean that (———) will evaluate your offer on that basis. If you feel that your usual admission prices will return to (———) as much film rental as higher admission prices you may, if you desire, back your judgment by offering it a sufficiently high guarantee to obviate your proposed admission prices being a significant factor in the evaluation of your bid. Another procedure you might follow is to offer (———) a fixed amount per admission, in which case, whatever you charge over that amount cannot be of any legitimate concern to (———).*

*"With respect to the scarcity of pictures we have no way of requiring a distributor of motion pictures acting in accordance with its own business discretion to increase the number of pictures which it produces."*

*VICTOR R. HANSEN*
*Assistant Attorney General*
*Antitrust Division*

Now, as we read this, it certainly seems that the Department of Justice of the United States, the supreme arbiter of right and wrong in this great nation, is counseling theatremen to make a bid (or contract) that specifies one admission price, and after having it accepted to break its terms and charge a different price. Is that honest?

But there it is in black and white. So, if your morals are loose enough, next time you see that admission price clause in a bidding invitation, just fill in any pleasant price that you think will satisfy. And then charge what you damned please.

## RANDOM SHOTS

● THAT NEW STYLE Columbia press book is certainly different, and in its own way supplies everything a theatreman needs without throwing out a lot of money for color, reproductions of "paper" that few if any use, seven column ad mats, etc. We have often commented on the uselessness of ad mats that were more than three columns wide. And we'll bet that anything bigger than that will usually be part of a metropolitan co-op deal, and will be set and placed by some New York advertising agency.

So we're all for this new development by Paul Lazarus' ad department, even though, contrary to his accompanying letter, you *can't* "cut up ad elements to your heart's content without cutting through another ad on the reverse side." At least, in the copy we got of their "3:10 TO YUMA" effort, some ads *do* back other ads.

● THAT OLD AXIOM about "an ill wind that bloweth no man good" was never truer than in Wabash, Ind., where Paramount feels they didn't get all they were entitled to out of a "pay-as-you-choose" admission price for a two week run of "THE TEN COMMANDMENTS," and where the theatre owner, Trueman Rembusch, was content to operate for nothing. The WILL ROGERS MEMORIAL HOSPITAL is richer by $1751.62, as the recipient of the entire theatre share of the gross. That wind "bloweth" the hospital good, at least!

● WE WONDER what impression all of those editorials in the New York city dailies will make on the many Wall Street lending agencies that may now, or in the future, be expected to take first mortgages, or otherwise finance theatre building and remodeling activities? Some of the editorials we mean were headed: "Relief for Movie Houses" (World-Telegram); "Movie Houses on Sick List" (Herald Tribune); "A Sick Industry" (Mirror); etc. All very generously dealt with the five per cent city amusement tax, and with the need to repeal it, and no doubt had a very helpful effect on the eventually successful local campaign. But, in the long range view, that five per cent tax victory, because of the strategic importance of the battle ground, could be costly. It could be a matter of winning the battle and losing the war.

● AP WRITER Bob Thomas, in a recent Hollywood datelined story, has given Buddy Adler and 20th Century-Fox generally quite a pat on the back. The story goes: "The biggest shot in the arm for the ailing film industry has been 20th Century-Fox's full production policy. . . . At a time when other studios have made no pictures in months (RKO, Republic) and others are limping along with scant filming, the Fox lot has been jumping. . . . The secret, Buddy Adler indicated, is youthful enthusiasm." Mr. Adler is then quoted: "You've got to have excitement for this business to make good pictures. The ones who are doing important things are mainly the newcomers. They're discovering new things and trying new approaches. Many of the veterans who have made their mints are tired and slowing down." The story goes on to say: "Adler reported that he had delivered 30 pictures as this year's product and is now working on films for 1958. The success of his program is indicated by an 80 percent jump in receipts." There's a lot more, mostly about specific pictures, but we would just like to congratulate Mr. Thomas for having delineated so well that which most theatremen already know. Spyros Skouras may have made a number of brilliant choices of manpower during his successful career, but Buddy Adler must always remain high on his list.

*Jay Emanuel*

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# BROADWAY GROSSES

(As of this Monday)

## "Pajama Game" Is Most Fun

NEW YORK—The Broadway first-runs slipped back to lustre pace last weekend with the exception of Radio City Music Hall and the Capitol, where above average business was indicated with "The Pajama Game" and "Jeanne Eagels."

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"LOVE IN THE AFTERNOON"** (Allied Artists)—Paramount ($47,654)*—Third week sure to top $33,000.

**"THE SUN ALSO RISES"** (20th-Fox). Roxy ($81,398)—Friday through Sunday claimed at $41,563, with the third week heading toward $75,000. Usual stage show.

**"THE PAJAMA GAME"** (Warners). Radio City Music Hall ($146,192)—Thursday through Sunday reported at $105,000, with the second week estimated at $160,000. Usual stage show.

**"JEANNE EAGELS"** (Columbia). Capitol ($39,813)—Second week expected to tally $43,000.

**"3:10 TO YUMA"** (Columbia). Astor ($24,578)—Second week sure of $20,000.

**"CHICAGO CONFIDENTIAL"** (UA). Victoria ($21,930)—Second and last week down to $10,000.

**"TIP ON A DEAD JOCKEY"** (MGM). Loew's State ($18,644)—Opening week only $12,000.

**"MAN OF A THOUSAND FACES"** (U-I). Palace—Fourth week reported at $20,000.

**Figures in parentheses represent 1956 weekly averages as reported in MOTION PICTURE EXHIBITOR.*

## Legion Names New Exec

NEW YORK—The Most Reverend William A. Scully, D.D., Bishop of Albany, and chairman, Episcopal Committee on Motion Pictures, announced last week the appointment of the Reverend Patrick J. Sullivan, S.J., S.T.D., as assistant executive secretary of the National Legion of Decency.

The Reverend Paul J. Hayes, former assistant executive secretary, has been recalled to the Archdiocese of Newark for reassignment by the Most Reverend Thomas A. Boland, S.T.D. Father Hayes will be engaged in Legion of Decency and National Office for Decent Literature activities in his own diocese.

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SECTION TWO

THE SERVISECTION SS1-SS8
(The Yellow Check-Up)

# Mayor Wagner Heeds Industry Plea; Signs Admissions Tax Relief Bill

David O. Selznick, producer, "A Farewell To Arms," for 20th-Fox release, recently returned from Italy, and is seen with his wife, actress Jennifer Jones, who stars in the film, and their three-year-old daughter, Mary Jennifer.

## Alland on Paramount Lot

HOLLYWOOD—Paramount has signed an exclusive multiple picture contract with William Alland Productions. Alland, who has just formed his independent production company after five years at Universal-International, expects to have his first two pictures in production before 1958.

NEW YORK—Mayor Robert F. Wagner last fortnight signed into law the bill calling for the elimination of the five per cent tax on movie admissions up to 90 cents, a measure previously approved by the Board of Estimate.

Speaking for the exhibitors, Harry Brandt, president, Independent Theatre Owners Association, impressed upon the Mayor that the industry were in dire need of relief. He said, "Business is even worse now" than it was when the measure was proposed.

Other exhibitor representatives present were Emanuel Frisch, chairman of the board, Metropolitan Motion Picture Theatres Associations, and D. John Phillips, its executive director.

While he did not oppose the bill, James F. Reilly, executive director, League of New York Theatres, took the stand that the measure "does not go far enough" and that it fails to extend to the legit houses the same relief accorded the motion picture exhibitors.

A representative of the outdoor amusement industry voiced a similar opinion, holding that the bill was "unconstitutional" on the ground it discriminates in favor of the motion picture business. The bill was introduced in City Council at the Mayor's request and approved unanimously last Aug. 13 after a public hearing at which no opposition was voiced to the measure.

# The NEW YORK Scene

## By Mel Konecoff

WHAT'S NEW YONDER: Murray Silverstone, president, 20th-Fox International, returned last week after three months abroad with the news that the foreign end of the industry still looks good and that about 50 per cent of the overall gross will come from abroad this year with an increase forecast for 1958.

There's optimism abroad because of bigger and better product forthcoming and because exhibitors abroad are learning from the mistakes and experiences garnered in America with regard to TV. The number of theatres operating throughout the world with the exception of the U. S. and Canada amounts to about 39,000, of which 29,713 have been CinemaScoped to date. There have been a few closings, mostly in England, but these have been made up for by scattered openings elsewhere on the continent.

How about drive-ins abroad? He didn't give it much of a chance because of the high cost of gasoline. For instance, it costs a dollar a gallon in France. Another reason is that help in Europe is easy to get so that baby sitting is no problem, whereas here the costs are high and the sitters independent. Incidentally, there isn't an air conditioned theatre in Europe and so distributors try to hold off releasing new films in the summer due to a falling off of attendance.

Other Silverstone observations were that in the smaller countries it would certainly pay for distributors to pool their distribution arrangements. . . . the newsreel operation abroad is quite profitable, not like here. . . . a new method of release has been established for England by Fox with the number of first-runs to play date and date increased, after which the films will pay off faster to take advantage of first-run publicity and hoopla. . . . the film festival is still an influence abroad and Fox will continue to support the principal ones, Venice and Cannes, with the company to provide token support to the others.

**SLUMBER DEPT: Mike Hunter, famous man about publicity at Warners, sends pajamas to call attention to "Pajama Game," of all films, and the most amazing part about the whole thing is that they FIT. They're by Weldon.**

**Perhaps it should be noted that the film turned in a fabulous first week at the Radio City Music Hall and that Russell Downing, president and managing director of that institution, is off on a visit to Europe. The items are merely coincidental.**

**Also re "P. G.": Macy's went for the full-page ad treatment in some of this town's newspapers plugging the film and calling attention to the fact that they sell sleepwear.**

THE METROPOLITAN SCENE—Joe Wohl was recently appointed to an executive post in the Republic home office and was guest of honor at a luncheon at Toots Shor's. . . . Aside to Eric Johnston: you have a clearance office. Doesn't this apply to the "Johnston office" as well?

# Loew's Meeting Postponed to Oct. 15

## Delay Ordered To Give Court Time To Consider Tomlinson Faction's Bid For Permanent Injunction

WILMINGTON, DEL.—The Loew's, Inc., stockholders meeting which was to have been held tomorrow (Sept. 12) last week was postponed until Oct. 15 as the result of a ruling by Chancellor Collins J. Seitz to the effect that the only business which could be transacted on the earlier date would be adjournment. The delay was ordered to give the Chancellor time to consider a bid of the insurgent faction on the Loew's board of directors for a permanent injunction against the meeting.

In his ruling, Seitz also dismissed the motion of Loew's attorneys for management to dismiss the injunction petition. The injunction, if granted, would rule out any stockholders' meeting until the next regular annual session.

The solicitation of proxies by the Loew's management of president Joseph R. Vogel is being carried out by Vogel and George L. Killion, director and member of the executive committee, it was further disclosed last week with the mailing of proxy material to stockholders.

It was pointed out that because Vogel and Killion are functioning independently, the solicitation of proxies, and the cost thereof, is not the burden of the directors, management, or corporation, and that the two executives will underwrite all expenses. Contributions to defray costs, however, were being requested and accepted, and it was understood that Vogel and Killion would seek reimbursement from the company later.

Meanwhile, a restraining order against use of corporate funds for proxies stands in the Chancery Court here, entered in the pending action of Ralph B. Campbell for a preliminary injunction against the stockholders' meeting.

### UA Acquires Fight Pix

NEW YORK—United Artists has acquired the world-wide motion picture rights to the forthcoming world middleweight championship fight between Sugar Ray Robinson and Carmen Basilio, challenger and current world welterweight champion, at the Yankee Stadium on Sept. 23, it was announced last week in a joint statement by William J. Heineman, United Artists vice-president in charge of distribution, and James D. Norris, president, International Boxing Club.

To ensure the most effective motion picture coverage, the action will be photographed by six elevated ringside cameras, two of which will be recording the battle in slow motion for special effects.

### COMPO Dues Drive Starts

NEW YORK—Robert J. O'Donnell, national chairman. National Tax Campaign Committee, Council of Motion Picture Organizations, announced last fortnight that its annual dues drive had started. Exhibitor remittances are matched dollar-for-dollar by the distributors.

He reminded that progress towards the final elimination of the Federal admission tax is being made, while research and assistance to local exhibitor organizations in their fights for removal of burdensome admission taxes continues.

### Robinson, IBC Settle Theatre TV Dispute

**NEW YORK—After much pro and con publicity it became definite last fortnight that there would be closed circuit televising of the Ray Robinson - Carmen Basilio middleweight championship fight Sept. 23 at Yankee Stadium when Theatre Network Television completed negotiations which are said to guarantee Robinson $255,000 and Basilio $110,000; and to license Teleprompter Corporation to book theatres in Medford, Ore.; Orlando, Fla.; Duluth, Minn.; and Amarillo, Tex.**

**Under its contract with the International Boxing Club, TNT has agreed to make available 500,000 network seats in theatres in the United States and Canada, the highest in the history of closed circuit TV.**

**It was said that 165 theatres in 122 cities have contracted to televise the fight on their screens.**

## Para. Names Novins Telemeter President

NEW YORK—Barney Balaban, president, Paramount Pictures Corporation, last week announced the election of Louis A. Novins as president of International Telemeter Corporation, a subsidiary of Paramount. During the past three weeks, Telemeter has been conducting demonstrations of its pay-as-you-see television system at The Savoy Plaza in New York.

NOVINS

Novins is a former assistant attorney-general of Massachusetts. He joined Paramount Pictures early in 1946 as executive assistant to the president. Since then, he has served as an officer and director of a number of Paramount's subsidiaries. He has been secretary of Paramount since 1955. During that same year, he was elected vice-president and general manager of International Telemeter Corporation.

Novins has been in the leadership of various civic and philanthropic activities. As executive vice-president and a trustee of the American Heritage Foundation, he was one of the originators and organizers of the historic tour of the Freedom Train.

### Congress Adjourns, Leaves "Unfinished Business"

**WASHINGTON—In its haste to adjourn last fortnight Congress left behind as "unfinished business" bills to repeal the movie admission tax, revise the anti-trust laws, bills to bar toll-TV, and legislation to place radio-TV networks under regulation.**

**Hearings on a new tax bill are scheduled for Jan. 7. The FCC will take up the matter of toll-TV next month at hearings which will examine the record of pro and con filings on the subject. There is no prospect of early action on broadcast licensing of pay television.**

## TOA To Participate In Senate Hearings

NEW YORK—In an effort to help exhibitors across the country, Theatre Owners of America will make a bid for participation in hearings to be held this fall by the Senate Small Business Committee with respect to the impact of federal taxes on small enterprises, it was announced last week by Philip Harling, TOA Small Business Administration committee chairman.

Harling's announcement, following notice given by Senator John Sparkman (D., Ala.), SSBC chairman, of the series of meetings, stated that TOA would take action in the hope of further tax relief for theatres just as soon as "the scope" of the Senate hearings is established. Sparkman said that the hearings would have the two-fold purpose of examining anew the effect of federal taxes on small business and of acquainting small businessmen with various relief measures proposed to Congress.

The hearings are slated to get underway in Boston on Sept. 30, to be followed by others in New York, Birmingham, Ala., Chicago, Cleveland, Dallas, Denver, Los Angeles, Miami, Minneapolis, Oklahoma City, Phoenix, Ariz., Portland, San Francisco, and Wichita, Kans.

### AB-PT Names Siegel

NEW YORK—Simon B. Siegel, treasurer, American Broadcasting-Paramount Theatres, has been elected to the post of financial vice-president of the company, it was announced last week by Leonard H. Goldenson, president. His successor as treasurer, it was understood, was to be announced shortly.

Siegel joined the industry in 1929 as a member of the Paramount Pictures comptroller's staff and became assistant to the comptroller of the theatre division in 1941. He became division comptroller in 1949 and assumed the same post when United Paramount Theatres was established the following year. He was named AB-PT treasurer in 1953 following the merger of the companies.

### IATSE Opposes Toll-TV

CLEVELAND—Richard F. Walsh, president, IATSE, announced last fortnight that the national executive board had gone on record as opposing paid television.

"We are also investigating closed circuit motion picture policies," Walsh said, "but before taking a stand in this matter we want to see how it works under organized union conditions."

The IATSE board accepted the resignation of William Donnelly, vice-president, of Minneapolis, because of failing health, and appointed in his place Leroy Upton, St. Louis.

### New UA Branch Office

NEW YORK—Continuing its program of expanding branch office facilities to handle increased sales activities, United Artists will formally open its new Dallas exchange quarters at 2015 Young Street on Sept. 17, it was announced last week by William J. Heineman, UA vice-president in charge of distribution.

The Dallas exchange, completely modern and occupying a full floor, replaces UA's former offices at 2020 Jackson Street.

# MPAA Ad-Pub Unit Studies PR Program

NEW YORK—Paul Lazarus, chairman, MPAA advertising and publicity directors committee, met with the full committee at a luncheon last fortnight at the Harvard Club. Lazarus made a report on the present status of the industry's Golden Jubilee Celebration. Both the studio directors committee under chairman Jack Diamond and the New York Golden Jubilee Celebration committee under Martin Davis are moving ahead rapidly in setting up a series of events to make this an outstanding all-industry campaign, the likes of which has not been seen since the Movietime USA program in 1952.

Oscar A. Doob, executive coordinator of the advertising and publicity directors committee, and Charles McCarthy, information director of COMPO, at the invitation of the studio publicity directors committee, went to Hollywood this week to work out the details of the cross-country Golden Jubilee tour. The month-long Golden Jubilee Celebration will kick off on Oct. 14 in Los Angeles and will wind up in New York with a two-day celebration on Nov. 7 and 8. COMPO is presently canvassing exhibitor groups in all key cities where the touring group is expected to stop for personal appearances.

It is contemplated that exhibitor groups in each of the scheduled stop-over cities will organize appropriate celebration activities to make the very best use of the visiting star delegation.

The committee heard reports on a number of public relations activities now in progress including the Operation Movie-going Radio Test in Rochester and Denver, the advertising billings study, the Editors and Publishers presentation, and the Community Reel for the use of exhibitors in their local promotional activities. A 38-point exploitation and promotion program was discussed and committees will be appointed to study and report on those suggestions considered by the committee as suitable for further consideration and possible adoption in the program.

Chairman Lazarus also made a brief report on the joint all-industry institutional and public relations campaign.

## SW Executive Dies

NEW YORK—Clifford E. Giesseman, 62, executive assistant to Lester Isaac, national director of exhibition for Stanley Warner Cinerama Corporation, died of a heart attack last fortnight while traveling by car on the Pennsylvania Turnpike. He had pulled over to the side of the road before he died.

Giesseman, a veteran exhibition executive, started his industry career with Balaban and Katz in Chicago in the late 1920's. He later shifted to Detroit and then to San Francisco where he was manager of the Golden Gate Theatre for three years. Subsequently, he became district manager of Corwin Theatres. He joined the Stanley Warner Cinerama operation on the coast and was responsible for the opening of the Cinerama installations in Los Angeles and San Francisco.

He is survived by his wife.

## AB-PT Buys Radio Station

PITTSBURGH—American Broadcasting-Paramount Theatres, Inc., last fortnight purchased radio station KQV here. FCC approval must follow.

AB-PT also owns, or has interest, in five other radio stations and five TV stations.

# *New York Phase Of Golden Jubilee Plans Industry-Sponsored Events*

NEW YORK—The New York Golden Jubilee Celebration subcommittee for the civic luncheon and the industry luncheons scheduled for Nov. 7 and 8 met last week at the Sheraton-Astor Hotel. Robert Howard, in charge of the banquet department, entertained the committee and discussed all phases of the luncheons planned to honor the visiting Hollywood personalities.

It is proposed that the luncheon on Nov. 7 be sponsored by the New York industry. It is expected that 1,000 or more will gather in the grand ballroom at the Sheraton-Astor, Golden Jubilee headquarters, to greet the Hollywood guests.

It has been suggested that the guests arrive by courtesy of the New York Transit Authority and come in from the airport by subway to Times Square in a Golden Jubilee train. A motorcade will take the visiting delegation from Times Square to City Hall, where they will be greeted by the Mayor and other city officials. The group will then return to the Sheraton-Astor for the New York City industry luncheon.

Representing Richard C. Patterson, Jr., commissioner, Department of Commerce and Public Events, and honorary chairman of the Jubilee Celebration was William Percival. Also present were Martin S. Davis, general chairman; Murray Segal, representing Mort Nathanson, chairman of the luncheon committee; and Taylor Mills of MPAA.

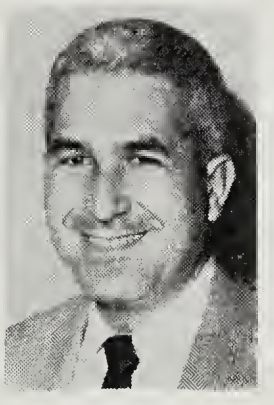
## Directors, Writers Clear Way For Warners' TV Sale

**HOLLYWOOD—It was revealed last fortnight that an agreement had been reached on payment to the Screen Directors Guild and the Writers Guild of America, West, on 10 post-1948 Warners' films purchased for TV by Associated Artists Productions Corporation, after over a year of negotiations.**

**The directors will receive a total of $87,500 for the 10 pictures, while the writers agreed to a flat sum of $6,000 against the first $100,000 television gross of each picture, plus eight per cent of all subsequent earnings.**

## Eckman Heads MGM Minneapolis Branch

NEW YORK—Appointment of Sidney Eckman, MGM assistant branch manager at Washington, to branch manager at Minneapolis was announced last week by Charles M. Reagan, vice-president and general sales manager of Loew's. The appointment is effective immediately. Eckman succeeds Ralph W. Maw, former branch manager.


ECKMAN

Eckman has been associated with MGM continuously since 1937 except for two U. S. Army tours of duty totaling more than four years in the World War II period.

Starting as a student booker, he served in booking posts at Milwaukee and Chicago. Promoted to salesman after the War, he was assigned successively to the Kansas City, Oklahoma City, and Washington territories, coming to the nation's capitol in 1948. He was appointed assistant branch manager there early in 1955. He is married and the father of two children.

## Latin Appeal Stressed

HOLLYWOOD—With Latin-American film grosses soaring above the present foreign return from such countries as Great Britain, Patrick Ford, vice-president in charge of production for C. V. Whitney Pictures, is shaping "The Young Land," his present production, to appeal to the entire Latin market and is shaping a sales and exploitation campaign to match the film.

"Most complaints against American made film stem from the untruthful portrayal of Latin types. We have cast 'The Young Land' with native Mexicans, several of them unable to speak English.

"For a story-line, we have a true drama of the first court trial in the State of California during which an American cowboy was accused of the murder of a Mexican.

"To make this kind of a hard-hitting story without selling it just as hard would be foolish. Through Arthur Wilde, our director of public relations, working with Buena Vista, we are setting up special mailings to press and exhibitors throughout Latin America."

## Fox Sets Book Tieup

NEW YORK—As part of a new merchandising concept developed by 20th-Fox to make available adaptations of best-selling novels at the peak of their popularity, Jerry Wald's "No Down Payment" will be released this month simultaneously with the publication of the John McPartland novel by Simon and Schuster.

Releasing "No Down Payment" simultaneously with the book is being undertaken with the belief that picturizations of successful novels realize their greatest boxoffice potential while the properties are high on the best-seller lists.

Further examples of this new concept are 20th's forthcoming adaptations of "Peyton Place," "Stopover Tokyo," and "The Enemy Below," all of which are going into national release while the original novels are at the height of their popularity.

"No Down Payment," which deals with the emotional problems of today's young married couples, will be published Sept. 9, launched by an extensive national newspaper, radio, and TV promotion. Simon and Schuster has scheduled massive ads in more than 200 metropolitan newspapers calling attention to both the book and the CinemaScope production. "No Down Payment" window cards and posters will also feature scenes from the picture and photographs of the eight young personalities who achieve stardom in the film, Jeffrey Hunter, Joanne Woodward, Tony Randall, Sheree North, Barbara Rush, Cameron Mitchell, Patricia Owens, and Pat Hingle.

Twentieth-Fox and Simon and Schuster, in addition, are mobilizing their combined field forces to set up lavish book store window displays in more than 500 cities. This local-level penetration will be supplemented by special radio and TV promotion.

# "Pay Anything" Policy Nets $1,751 For Will Rogers Hospital Campaign

INDIANAPOLIS — The recent two-week, experimental "Pay As You Choose" engagement of "The Ten Commandments" in the Crest, Wabash, Ind., has netted $1,751.62 for the Will Rogers Memorial Hospital, it was disclosed last fortnight in a letter from Syndicate Theatres' secretary and treasurer Trueman T. Rembusch to Marc J. Wolf, Variety Clubs International Main Guy.

Rembusch noted that the experiment had been contemplated by the circuit for some time as a means of establishing the correct admission figure for "a big old picture," and that "The Ten Commandments" had suited the purpose inasmuch as it would appeal to religious groups which would have scruples about paying, and it legitimately could be surrounded with a "no profit motive" by donating proceeds to charity.

The results achieved with the "Pay As You Choose" policy for the Cecil B. DeMille spectacle were described by Rembusch as "most startling." For six weeks prior to the playing of "The Ten Commandments," the Crest's average weekly gross was $345.93; with the Paramount saga, $2,050.72 the first week, $2,841 the second week, the circuit's share being 30 per cent the first week and 40 per cent the second.

The experiment indicates, according to Rembusch, that the public wants to pay about one dollar, not $1.50, for sub-runs of a picture the stature of "The Ten Commandments," inasmuch as the largest number of admissions fell in that price bracket. However, the Crest at no time sold out anywhere near its seating potential, showing "to what depths the state of business has sunk," Rembusch concluded.

MARC WOLF AND TRUEMAN REMBUSCH

## Paramount Names Golding

HOLLYWOOD — Paramount has engaged the services of David Golding as public relations coordinator for Don Hartman's production of "Desire Under the Elms," starring Sophia Loren, Tony Perkins, and Burl Ives.

Golding's appointment was announced by Jerry Pickman, Paramount vice-president in charge of advertising and publicity, as the first step in a special world-wide campaign mapped out here with Teet Carle, studio publicity director, for the release of the motion picture version of the Eugene O'Neill dramatic classic.

Golding, recently associated with the Hecht-Hill-Lancaster companies as vice-president in charge of advertising and publicity, was previously with Samuel Goldwyn for six years, and publicity director for 20th-Fox in New York.

## NTS Honors Turnbull

EAST HARWICH, MASS.—National Theatre Supply Company's managers of the eastern district branches honored their new executive vice-president W. J. Turnbull, last fortnight at a get-together at the Belmont Hotel here.

Among those present were W. E. Green, president; H. J. McKinney, Boston; R. J. Mauro, Albany, N. Y., and Hamden, Conn.: William J. Hutchins, Philadelphia; H. C. Atkinson, Baltimore, Md., and A. G. Smith, New York.

Turnbull has been the eastern district supervisor for many years in addition to his duties as vice-president.

## UA Ups Ad Exec

NEW YORK—Mrs. Kathleen Fenton-Dormer has been named United Artists' acting supervisor of advertising, publicity and exploitation for Continental Europe and the Middle East, it was announced last week by Arnold M. Picker, vice-president in charge of foreign distribution for United Artists.

Mrs. Fenton-Dormer has served with the company since August 1955.

# Wile Takes 20th-Fox Exhib Relations Post

NEW YORK—Robert A. Wile, formerly executive secretary, Independent Theatre Owners of Ohio, has been named to the newly created post of director of exhibitor relation for 20th-Fox, it was announced last week by general sales manager Alex Harrison.

Harrison reports that the new post was created because of a need for a home office sales executive to devote his fulltime energy to the individual problems of exhibitor customers Wile, in his new capacity, will also direct his efforts toward cultivating a closer working relationship between the film company and theatre owners, so that both parties may realize the maximum boxoffice potential on every production placed into general release.

Wile, a native of New York City, began his business career as a newspaper reporter in Tarrytown, N. Y. He later joined the New York American (which later merged with the Evening Journal) and eventually became city editor of the White Plains (N. Y.) Reporter.

Wile entered the motion picture industry in 1930, as a publicist for Columbia Pictures and later for RKO Theatres. He was also associated with various trade papers.

Wile joined Universal Pictures in 1942 holding down various major advertising and publicity posts for 10 years until he resigned to take over the executive secretaryship of Ohio's independent theatre owners.

# 20th-Fox 1958 Schedule Features 37 Pictures On Pre-Sold Subjects

NEW YORK—A total of 37 productions, based mainly on best-selling novels and New York stage hits, have been definitely set for 20th Fox' 1958 release program, it was jointly announced last week by Spyros P. Skouras, president of the film company, and executive producer Buddy Adler, in Hollywood.

In addition to 24 pictures scheduled by Adler, the 1958 program includes three Darryl F. Zanuck productions, four Jerry Wald productions, two David O. Selznick productions, and four Samuel G. Engel productions. Thirty-five of these attractions will be photographed in CinemaScope, one in Dimensional CinemaScope 55 and one in Todd-AO.

The 1958 program includes "The Diary of Anne Frank," to be produced and directed by George Stevens; "Mud On The Stars," produced and directed by Elia Kazan; "The Small Woman," produced and directed by Mark Robson; "The Young Lions," starring Marlon Brando, Montgomery Clift and Dean Martin, produced by Al Lichtman and directed by Edward Dmytryk; "Our Love," starring Lauren Bacall and Robert Stack, produced by Charles Brackett and directed by Jean Negulesco; "Fraulein," starring Dana Wynter and Mel Ferrer, produced by Walter Reisch and directed by Henry Koster; "Bachelor's Baby," produced by Henry Ginsberg; "Townsend Harris," starring John Wayne, directed by John Huston and produced by Eugene Frenke; "The Bravados," starring Gregory Peck, produced by Herbert Bayard Swope; "The Hell-Bent Kid," produced by Robert Buckner, directed by Henry Hathaway, and starring Don Murray; "Ten North Frederick," starring Spencer Tracy, produced by Charles Brackett, and written and directed by Philip Dunne; "These Thousand Hills," produced by David Weisbart; "The Wandering Jew," written for the screen, produced, and directed by Nunnally Johnson; "The Day of the Outlaw," produced by Eugene Frenke; "The Hunters," produced and directed by Dick Powell; 'Rally Round the Flag, Boys!," a Buddy Adler production; "A Certain Smile," produced by Henry Ephron, directed by Jean Negulesco, starring Christine Carere; "Blood and Sand," starring Sophia Loren, produced by Henry Ephron; "Holiday For Lovers," produced by David Weisbart; "Oh, Promised Land"; "The Remarkable Mr. Pennypacker," produced by Charles Brackett, "Can-Can," produced by Henry Ephron; "Colors of the Day," to be written, produced and directed by Nunnally Johnson; Rodgers and Hammerstein's "South Pacific," to be road-shown in Todd-AO, starring Rossano Brazzi, Mitzi Gaynor, and John Kerr, produced by Buddy Adler and directed by Joshua Logan.

From Darryl F. Zanuck Productions will come "Deluxe Tour," produced by Robert L. Jacks with an all-star cast as the first motion picture to be both photographed and exhibited in Dimensional CinemaScope 55; "Compulsion," from Meyer Levin's best-seller and "The Roots of Heaven."

From Jerry Wald Productions, "The Long, Hot Summer," starring Paul Newman, Anthony Franciosa, Joanne Woodward, and Orson Welles, directed by Martin Ritt; "Jean Harlow"; "The Big War"; and "The Sound and the Fury," directed by Martin Ritt.

From David O. Selznick Productions, "Tender Is the Night," starring Jennifer Jones, and "Mary Magdalene."

From Samuel G. Engel Productions, "The Captive," "The Freebooter," "Glory Pass," and "Gemma Two Five."

**watch**

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September 18th!

**NEW YORK PREMIERE**
Victoria Theatre
October 3rd!

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Produced and Directed from his Screenplay by **NUNNALLY JOHNSON**

# The International Scene . . . . .

## Canada

### *Canadian Telemeter Set For '58 Launching*

TORONTO—Next year will see the start of Telemeter in Canada, it has been announced by John J. Fitzgibbons, president, Famous Players Canadian Corporation.

The system, which Fitzgibbons said will be an answer to the problem of this city's expanding suburban life, will undoubtedly give "marginal" theatres a beating.

The president said, "Second-run theatres will become obsolete, but we have been closing them down for lack of patronage anyway."

It is expected that first-run, downtown theatres will still operate, and Fitzgibbons said he didn't expect any falling off in attendance.

A trial run of the system will take place in an eastern city early next year, said Fitzgibbons. The system will show mostly second-run films, "but not as a hard and fast policy—we'll probably have some Canadian premieres televised."

### Canadian Comment

The National Film Board expects to put more than 20 releases into theatrical circulation within the next six months. The bulk of these will be in "Canada Carries On" and "Eye Witness" series and their French counterparts. At least two of the others will be independent productions turned over to the NFB for distribution. Included among the releases is "City of Gold," a story of the gold rush days in Dawson City, which has picked up prizes at the Cannes and Cork (Ireland) festivals, and now is being shown at the Edinburgh Festival. Others included are Associated Screen News' documentary, "Montreal"; Crawley Films, Ltd.'s, "Money Minters," and Norman McLaren's latest, "A Chairy Tale," which won top prize for experimental films at the Venice Film Festival. The NFB claims that it is "experiencing increasing demand for its short subjects, particularly outside Canada."

Famous Players Canadian Corporation is using a unique system to bring its patrons into theatres during the early part of the evening. Reasoning that many persons like to get home for dinner, some of the chain's units are offering patrons free coffee. The service of the coffee, arranged by Theatre Confections, Ltd., is accompanied by biscuits, as well as cream and sugar, of course. The setup is placed in the theatre lobby with a standing card beside the freshly-brewed coffee. The service of the coffee continues from about 5 p. m. until 6.30 p. m. Originally begun as an experiment, the service is becoming a permanent fixture in many of the theatres.

**CINE CHATTER:** Victor Nowe, manager, Odeon Carlton, Toronto, picked up two weeks in Miami Beach, courtesy of Warners. The expense-paid trip was a prize in the studio's competition for managers exhibiting its three-reel short, "Chasing The Sun." . . . Several theatre parties have been booked for "Around The World in 80 Days" in Toronto, Tivoli manager Fred Trebilcock reports. . . . John McKim, who came to Toronto some time ago as assistant to Ron Leonard at Odeon Theatres (Canada) Ltd. head office advertising department, returned to the west coast to work in the Vancouver office to handle exploitation and specialty selling. Paul Hanner, manager, Odeon-Danforth, Toronto, moves in to fill the vacancy in the department. . . . Ted Carey now heads the accounting department for International Film Distributors. Carey, formerly with RKO and for a time with Empire-Universal Films, succeeds Manny Manson, resigned. . . . George Hardy Company, Ltd., the construction firm responsible for the new headquarters of the National Film Board, Montreal, went into bankruptcy. The company's statement revealed it had lost $500,000 on the NFB job because of changes requested during construction. . . . Archie Laurie, ad-pub chief for United Artists in Canada, initiated a "Fuzzy Pink Nightgown" promotion being adopted by the U. S. company. He sent first a pink carnation, followed by pink popcorn, ending with a large-size container of pink ice cream to key personalities in the city. . . . In line with the expansion of Republic's sales organization, Richard W. Altschuler, director of world wide sales, announced the recent appointment of Walter H. Manley as his assistant. He had been Canadian supervisor for the company, and will now headquarter at the home office.

—HARRY ALLEN, JR

MICHAEL TODD'S MOBILE
BOX OFFICE
NOW PLAYING
MIDTOWN
Around the Wor
ys

**Mrs. K. Shengold, Plymouth Meeting, Pa., was the first customer of Michael Todd's mobile boxoffice which recently went on tour of duty in the Philadelphia area promoting the engagement of "Around The World In 80 Days," Midtown.**

## Argentine Tax Boost Heads MPEA Agenda

NEW YORK—Eric Johnston, presiden MPAA-MPEA, announced last week follow ing a special board meeting that MPEA vice president Robert J. Corkery was flying t Buenos Aires to meet with Argentine officia in connection with the proposed import ta boost, which will on Oct. 1 jump on foreig films from $30 to a maximum of $5,000 pe picture.

The Argentine market means approxi mately $5,000,000 a year to the United State industry, which sends in about 300 feature for distribution.

Johnston was "optimistic" about Corkery trip, pointing out that the Government's at titude was "friendly" when they last met i August. The main reason for the tax increas he believed, was a "desire to save foreig exchange."

Johnston added that in Latin America th "growth potential of motion pictures is ver great." He recently spent a week each i Venezuela, Brazil and Argentina. "The coun tries are growing rapidly," he said, notin that television has not cut into films as mas entertainment. "Gross receipts for the American industry have increased five times i the past 10 or 11 years," he said.

Corkery will also discuss further with Argentine authorities the 5.5 pesos (about 1. cents) ceiling price on admissions, whic Johnston termed "unrealistic" considerin inflation.

Other matters taken up by the board wer the slate for the Appeals Board of the Production Code Administration; and the continuing negotiations on the release of pre-1948 films to television by the American Federation of Musicians and the producers concerning payment of royalties thus involved

Johnston announced that the MPAA boar would meet Sept. 9 to discuss all aspects o the Academy Awards with George Seaton president, Academy of Motion Picture Arts and Sciences, including such matters as sponsorship of the awards telecast.

### Vaughan Joins PR Firm

NEW YORK—Al Vaughan, for many years associated with various independent film production companies in executive publicity posts has joined the Rogers, Cowan and Jacobs public relations company as manager of its motion picture production publicity unit.

Vaughan has been pub-ad director fo Samuel Goldwyn Productions, Walter Wange Productions, Sol Lesser Productions, and Independent Artists Pictures.

**Seen at a recent New York demonstration of the Telemeter closed circuit pay television system were, left to right, E. E. Fitzgibbons, president, Trans-Canada Telemeter, Ltd.; J. J. Fitzgibbons, president, Famous Players Canadian Corp., Ltd.; Barney Balaban, president, Paramount Pictures; Paul Raibourn, Paramount vice-president; and Louis A Novins, newly named president, International Telemaster Corporation.**

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The shock story of the year...

ARES THE FACTS AND TELLS THE NAMES

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THE GAMBLERS WHO HAD 'THE FIX' IN!

THE UNION 'GOONS' AT WORK!

"Should register heavily at the box offices across the country! Many excellent characterizations. Particularly fine performances! May be blessed with extra spurt of business since anything labled 'confidential' is in the public's eye, mind, and interest at the present time."
—*FILM DAILY*

"Should cash in handily on the current Senate probings into racket activities. Packs action ...suspense! Direction... fast and believable." —*VARIETY*

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with Douglas Kennedy · Paul Langton
Elisha Cook · Gavin Gordon · Beverly Tyler
Buddy Lewis · Anthony George

Written by RAYMOND T. MARCUS · Directed by SIDNEY SALKOW · Produced by ROBERT E. KENT

rless Productions, Inc. Presentation · From the sensational best-seller by Jack Lait and Lee Mortimer

THRU **UA**

KICKS OFF AT...

**NEW YORK**
Victoria
**CHICAGO**
Woods
**PHILADELPHIA**
Stanton

## ALBANY

A screening of "Around the World in 80 Days" was held in the Ritz by Decca Records, which published the soundtrack score. Mike Todd men checking in to work on the current engagement included Max Gendel, advertising chief, and Ira Mengel, group sales. . . . Irwin Ullman set up a Ford giveaway in the Fabian-owned Mohawk and Saratoga Drive-Ins. . . . The Community, Saratoga, N. Y., operated by the Walter Reade circuit, celebrated its 20th anniversary with special promotions. Eleven merchants and the Operators' Local bought newspaper space to extend best wishes.

## ATLANTA

Wilby-Kincey Theatres booker Lois Fischer returned to her desk following extended sick leave. . . . Mr. and Mrs. William Aiken, Macon, Ga., are the new owners of the theatres in Gordona and Irwinton, Ga. . . . Lamar McGarity was holding down the Columbia office manager's desk until a new man was appointed to replace Jim Hart, who resigned to join Buena Vista. . . . Norma Jean Robinson has been added to the staff of the Paramount.

## BOSTON

Hollywood's newest woman producer, Bernice Block, arrived to appear on radio and TV on behalf of Allied Artists' "Dino," but was unable to have any press interviews due to newspaper strike. Harry Goldstein, AA eastern publicity representative, brought her to town. . . . For the opening of "The Red Balloon" in the Beacon Hill, manager Alex Francis-Smith ordered a large number of red balloons, placed outside the theatre and imprinted with the name of the picture and the theatre. They were periodically released to float over the city. . . . Norman Zalkind, co-owner, Ponta Delgada Drive-In, experienced his first "turn-away" recently while playing "Jeanne Eagels." More than 500 cars were refused admittance because of the capacity crowd.

The newspaper strike, which caused the shutdown of six dailies for three weeks, has ended. The settlement, however, is pending arbitration. . . . Frank Burr, veteran Ludlow, Mass., exhibitor who has operated his Burr there for many years, has sold the property to Raymond Randall. He took over the property last week, but was undecided whether to continue to operate the theatre or to convert it to another business use. . . . Raphael Sandlow, former operator of three neighborhoods, has severed his theatre connections. . . . George Murphy was expected in town this week to promote "Raintree County," set for the Astor in October. Floyd Fitzsimmons, MGM publicist, was to handle his visit.

NEW HAMPSHIRE NEWS—Carl Baird, manager, Rochester Drive-In, awarded a baseball autographed by Ted Williams, together with passes, to youthful collectors in the Jimmy Fund Drive. . . . Sky-Hi Drive-In, Boscawen, showed five features on the night before Labor Day, as did the Concord Drive-In in the same area. . . . Kittery-York Drive-In, just over the bridge in Maine, is continuing its policy of redeeming bridge tolls to attract New Hampshire patrons. . . . Interstate Theatres may close the Rialto, Lancaster, unless there is more patronage, according to reports. . . . The Jax, Colebrook, is to be shuttered indefinitely on Oct. 1 by the Eames enterprises. Ruth Walker, manager, was given editorial praise as a "thoroughly helpful and sympathetic community worker." . . . Edward Doggett, owner, Liberty, Ashland, announced no plans for rebuilding the theatre, which was gutted by fire in August.

**Kim Novak is seen with Sam Pinanski, president, American Theatres, during her recent Boston visit for the opening of Columbia's "Jeanne Eagels."**

## BUFFALO

Shea's Buffalo and the Century in the downtown section will present the Sept. 23 closed circuit telecast of the Robinson-Basilio bout. . . . Mary Golibersuch, veteran MGM staffer, has resigned to enter another industry. Marilyn Goodspeed is the new booking agent in the exchange, while another veteran of the branch, Marjorie Onion, has resigned to join a railroad. . . . The Little, Rochester, N. Y., is a test spot for J. Arthur Rank's "A Town Like Alice." Mrs. Florence Belinson, Little owner, said she booked the feature on special request from Rank. . . . Bill Shirley, United Artists exploiteer, was in to work on "The Fuzzy Pink Nightgown" in advance of the Shea's Buffalo opening. . . . Frank J. Luksch, father of past Variety Club chief barker Elmer F. Lux, died recently.

## CHICAGO

Harry Dudelson, branch manager, Charles Good, office manager, and Paul Black, Buena Vista, attended the annual sales meeting of the company at Burbank, Calif. . . . Mrs. Johnny Jones, wife of McVickers owner, entertained the wives of Variety Club members at her suburban home while the men were on their annual golf outing. . . . Milton Schuster celebrated his 60th year in the industry. . . . Eddie Silverman, president, Essaness Theatre Corporation, returned to Hollywood for the casting of his latest picture, "The Queen of Sheba." . . . Audience collections for the Will Rogers Hospital in 168 local and downstate theatres reached approximately $35,000.

## Rank Playoff Set By Chicago Exhibs

**CHICAGO — Circuit and independent theatremen here designated this week as Rank Film Week by scheduling the presentation of four Rank Film Distributors of America releases.**

**The Balaban and Katz circuit, with other circuits and independent theatres, have booked the Rank Organization's "Checkpoint" and "The Black Tent" for multiple first-run openings in the Chicago and Evanston, Ill., area, starting Sept. 6.**

**Rank's "The Third Key" opened Sept. 6 in the Esquire, while "An Alligator Named Daisy" had its American premiere in the Cinema the same date.**

## Two Theatres Close As Operators Strike

ATLANTA — Two neighborhood theatres were closed on Sept. 1 in a labor day dispute involving motion picture operators. Drive-ins and downtown theatres were not affected.

Jack Price, business agent, Motion Picture Operators, said the decision to strike was made at a meeting held that day. He said contracts with owners of several neighborhood theatres had expired then and that the operators voted not to work unless they got an increase of $5 per week. Price said the men made $1.70 per hour, plus fringe benefits.

Closed as a result of the dispute were the Madison and Kirkwood, owned by Earl Hathcock. He said the operators "walked out while we were in negotiation," and that he offered to continue under the old contract until "business conditions warrant an increase." He said he plans to reopen the theatre just as soon as he can obtain licensed operators.

The operators also struck against the Rhodes, Euclid, Highland, Techwood, and Ponce De Leon, owned by Fred Storey, who said the theatres remained open, operating with supervisory personnel. Storey said he had one discussion with union representatives and "they never mentioned wages." He said he has not been contacted by the union since last meeting; Price said that Storey had made no attempt to meet with the union since the session last month.

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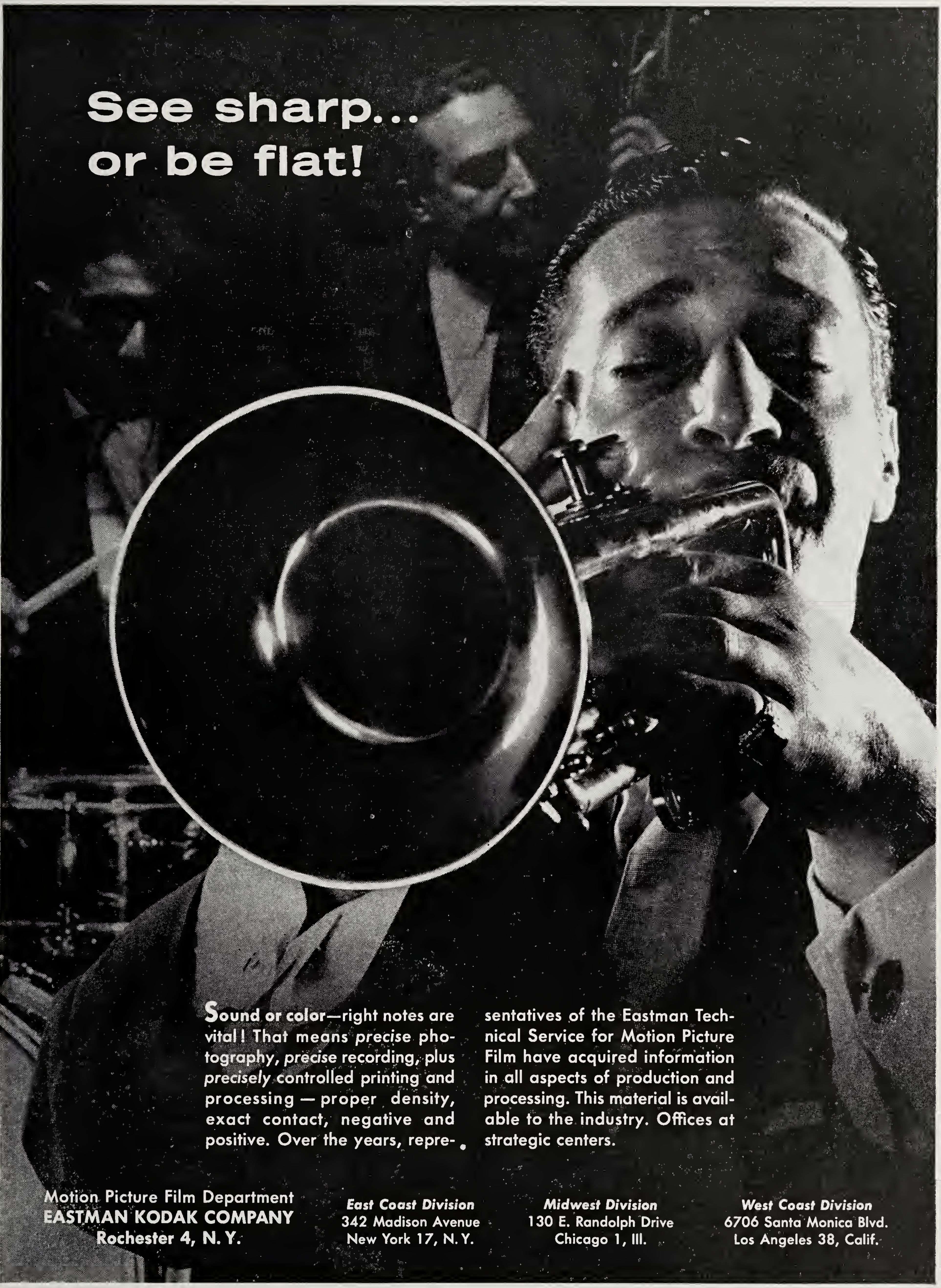
Elizabeth Wetter was feted at Universal and presented with a plaque in commemoration of 50 years' continuous service with the exchange. She started as secretary to Carl Laemmle. . . . Eddie Seguin, B and K publicity director, was appointed a member of the State Street Merchants promotion board. . . . S. J. Gregory, president, Alliance Amusement Company, was honored by the Saint Andrews Greek Orthodox Church, which named the auditorium after him. . . . Edwin Silverman, president, Essaness Theatres, was securing proxies for Joseph R. Vogel, president, Loews, Inc. . . . Bob Kraft was named Senate manager. . . . Richard Salkin, Jackson Park managing director for many years, took over the State. . . . Theatre owner John L. Manta, president, the American Hellenic Educational Progressive Association, presided at the opening session of the Ahepa convention at St. Louis.

Eugene S. Zieber, 68, president, Ansell Simplex Company, theatre ticket manufacturers, died in Evanston Hospital. . . . Fourteen of the 68 films, totaling 412,000 feet, scanned by the Censor Board in August were foreign. Two pictures, one French and one German, were labeled for adults. There were no rejections, but 23 cuts were made. . . . M and R Drive-In Theatres announce that the Sunset Drive-In will have the exclusive north and northwest side showing for the city of the closed circuit telecast of the Robinson-Basilio fight.

## CINCINNATI

J. Arthur Rank Productions has located its local office at 1635 Central Parkway, with T. H. Sheldon, formerly of Philadelphia, as area sales representative. Calvin C. Leeder, New York, district branch manager, was in to set up the office. . . . Chakeres Circuit, Springfield, O., promoted its annual back-to-school screenings at many circuit houses during the last week of August. . . . Realart has spotted "I Was a Teenage Werewolf" and


See sharp...
or be flat!

**Sound or color**—right notes are vital! That means *precise* photography, *precise* recording, plus *precisely* controlled printing and processing — proper density, exact contact, negative and positive. Over the years, representatives of the Eastman Technical Service for Motion Picture Film have acquired information in all aspects of production and processing. This material is available to the industry. Offices at strategic centers.

Motion Picture Film Department
**EASTMAN KODAK COMPANY**
**Rochester 4, N. Y.**

*East Coast Division*
342 Madison Avenue
New York 17, N. Y.

*Midwest Division*
130 E. Randolph Drive
Chicago 1, Ill.

*West Coast Division*
6706 Santa Monica Blvd.
Los Angeles 38, Calif.

# "Seven Wonders" Bow Excites Kansas City

KANSAS CITY—Lester B. Isaacs, national director of exhibition, Stanley Warner Cinerama, wrote an open letter to Kansas City, expressing gratitude for the reception given "Seven Wonders of the World" on its opening in the Missouri. Isaacs stated it was one of the most significant receptions accorded Cinerama in the 19 American cities where the new dimensional attractions are being presented.

The premiere, attended by 1,200 persons, was for the benefit of the Catholic Community Free Library, and $5,000 was realized. Cinerama officials from New York who attended, in addition to Isaacs, were Everett C. Callow, national director of public relations, and Irving Margolin, vice-president of Cinerama Productions.

Former President and Mrs. Harry Truman, Bishop John B. Cody, and officials made their entrance into the Missouri with 39 fourth degree Knights of Columbus forming an arc with crossed swords, and a Marine color guard from the Olathe Naval Air station presented colors.

Before the start of the screening, an hour-long program of fanfare took place in front of the thatre and in the lobby. Music was supplied by the American Legion Band and the Musicians Union Band.

"Invasion of the Saucer Men" at five Charleston, W. Va., locations. . . . J. S. Abrose, Warners branch manager, was in Philadelphia for a company meeting. . . . Helen Rogers, secretary to H. B. Snook, president, Midwest Theatre Supply, became the mother of a boy.

COLUMBUS, O. NEWS—Herman Hunt, operator, Hunt's CineStage, was to be co-host to 700 children, with the Dutch Uncles, local charitable organization, at a special showing of "Around The World in 80 Days," opening this week in the former Uptown. The party will be held Sept. 14. Leo Yassenoff, Academy Theatres, is a member of the Dutch Uncles. . . . Ed McGlone, manager, RKO Palace, staged a pajama party in the office of Mayor M. E. Sensenbrenner to publicize "The Pajama Game." Two pajama-clad models presented the mayor with discs from the picture. . . . William Moore is substituting for Norman Nadel, theatre editor, Columbus Citizen, during the latter's vacation.

## CLEVELAND

Bill Twig, Warners branch manager who has been on sick leave, was back at his desk doing part time duty. . . . Henry Greenberger, executive, Community Theatres Circuit, and Mrs. Greenberger celebrated their 40th wedding anniversary. . . . Toledo, O., is very party conscious. Recently, Jack Armstrong and Al Boudouris gave an elaborate party for film salesmen on Armstrong's 38-foot boat. Later, Bert Schoonmaker, World, entertained salesmen on his boat. Now comes word that one of the owners of the Miracle Mile Drive-In is plotting a golf tournament for salesmen and their bosses. . . . Martin G. Smith advised that his office telephone has been changed to OXford 1-1-6197. . . . Jack Phillips, former Toledo drive-in operator, is opening a night club in Los Angeles. . . . Jack Kenehan, former Columbia booker, now is in charge of local States Films operations. He succeeds Jan Sherwin. . . . Edward Raab is reopening the Highland, Akron, O., in October. Theatre was closed because of damage by fire.

KIRK DOUGLAS · BURT LANCASTER
GUNFIGHT AT THE OK CORRAL
THE BUSTER KEATON STORY

**Val Dage, manager, Sparks, Sparks, Nev., recently attracted plenty of attention to Paramount's "Gunfight At The OK Corral" by having the Washoe Junior Horsemen, shown with him, perform in front of the theatre.**

## DALLAS

The Dallas Federation of Music Clubs will sponsor the Dallas premiere of Cinerama's "Search for Paradise" in the Melba here on Oct. 2. Proceeds will be donated to the fine arts department, Dallas Public Library. . . . The Interstate Circuit, among others in the city, relented on firmly established policy regarding the taking up of collections in theatres for the Will Rogers Memorial Hospital. . . . Rowley United Theatres announced management changes affecting its Sweetwater and Hillsboro, Tex., theatres. James W. Trantham, a member of the Sweetwater staff for 11 years, now is manager of the Hillsboro theatres. A. E. McClain, former Hillsboro manager, now is manager at Sweetwater. . . . The Strong Electric Company, Toledo, O., has become the latest equipment contributor to the Scottish Rite Crippled Childrens Hospital here. The gift included a pair of Strong low intensity lamphouses. Harold Brown of the factory was here to install the lamps.

## DENVER

Pat McGee, partner in the Tower, is the head of the Paradise Valley Enterprises, a deluxe, nearby vacation spot. . . . The Film Row Jazz and Chowder Society, for the purpose of "blowing for kicks," is being organized by Robert Tankersley and Morton Dykster-huis, National Theatre Supply salesmen. . . . Mrs. Louise Ferguson, National Theatre Supply office manager, was recovering from surgery. . . . The Holiday, neighborhood sub-run owned by Atoz Theatres, is operating weekends only. . . . Joe Lamb, Universal booker, and Mary Langhorn, were married. . . . Clasa-Mohme will move to 2065 Broadway, now occupied by United Artists, as soon as the latter can move to 807 21st Street, formerly occupied by RKO.

## Santa In August Greets Kids At Special Show

**KANSAS CITY—Eighteen hundred children attended a Santa Claus In August party recently in the Uptown, sponsored by the Motion Picture Association of Greater Kansas City for all children from community centers and orphanages.**

**The children, all 14 or under, arrived at the theatre in chartered buses, arranged for by various Kansas City businesses. They were met by Santa Claus, Joe Redmond, publicity director, Fox Midwest Theatres. After greetings, they saw Walt Disney's "Bambi" and two Little Rascal comedies. The star of that series, Spanky McFarland, was present for the party.**

## DES MOINES

Lake Tilton, 78, well known Film Row member, died recently of a heart ailment in the Elm Crest Nursing Home here. He was a shipping clerk for Warners for 15-years, retiring in 1954. . . . The annual Variety Club golf stag party was scheduled for this week at the Hypersion Club. . . . Dorman Hundling has taken over as manager, Capital, Newton, Ia.

## HOUSTON

Jack Dayton, assistant manager, Fred Astaire Almeda Dance Studio, has been named manager of the studio, Interstate Theatres' office announced. He replaces F. Leroy Olin, who took over management of a newly-opened studio in New Orleans. . . . A contest to discover Houston's keenest movie fan will be conducted in conjunction with the showing of "Man of a Thousand Faces" in the Majestic, sponsored jointly by Interstate and Universal.

## JACKSONVILLE

WOMPI members held a surprise stork shower for Janice Kelly and Sarah Keller, former WOMPI presidents who recently resigned from MGM. . . . Glenn Gryder is not connected with United Theatres, as previously reported, but still maintains his own independent booking office here. . . . Mrs. O. J. Mathews, Sr., mother of Oliver Mathews, Universal office manager, died. . . . Bill Wall was serving as relief manager, San Marco. . . . Stan Kramer was preparing to leave the Imperial for Gainesville, Fla., where he attends the University of Florida and serves as assistant, Florida there. . . . Garrett Newman resigned his Universal booking post to do public relations work for a tobacco company. . . . Over the objections of Mayor Haydon Burns, a City Council majority voted to create a Board of Motion Picture Review. . . . Horace Denning, Dixie Drive-In Theatres, and Harvey Garland, Florida State Theatres, officers of the Jacksonville Fair Association, journeyed to Indianapolis to view the Indiana State Fair.

## KANSAS CITY

Elmer C. Rhoden, president, National Theatres, addressed a meeting of Fox-Midwest Theatres managers at a convention session in at the Hotel Muehlebach recently. The managers were told that motion pictures were to be bigger and more entertaining and will come in a wider variety of subjects in the coming year. . . . The Eastown, built three decades ago and dark for the last four years, is being converted into a meeting hall and dancing area for negro groups. . . . Columbia has a new billing clerk, Marjorie Dawson. . . . Tommie Thompson, Buena-Vista, was on the west coat attending a convention. . . . The COMPO Drive at MGM was getting under way in this area.

## MINNEAPOLIS

The Gregory Drive-In, Gregory, S. D., was battered badly in a recent storm. . . . Bob Favaro, MGM exploiteer, will be married to Lois Chollett, office manager's secretary, 20th-Fox, in Salem Lutheran Church on Oct. 19. . . . Jack Kelvie, office manager, 20th-Fox, returned from a trip along the east coast. . . .

# New Presley Feature Will Bow In Memphis

MEMPHIS—This city, Elvis Presley's home town, will be the scene of the world premiere of "Jailhouse Rock," Presley's new MGM picture, on Oct. 24. The opening will be in Loew's State, where the star once worked as an usher. After the premiere, there will be saturation openings in 600 southern and southwestern theatres, it was announced last week by Charles M. Reagan, MGM vice-president and general sales manager.

It is understood that MGM has issued an unusually large print order to make the all-southern saturation possible. It is expected that the 600 theatres will all show the production within about two weeks of its Memphis opening.

Howard Dietz, MGM vice-president in charge of advertising, has planned special promotion through the saturation area, and a special newspaper, radio, and television campaign is now being created. Branches in Atlanta, New Orleans, Charlotte, Memphis, Dallas and Oklahoma City are setting up the saturation bookings.

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Ann Griffin, booker, 20th-Fox, was honored by the exchange at a party upon her retirement. . . . With the backing of the Commercial Club, the Elgin, Elgin, N. D., is reopening. New wide screen and CinemaScope equipment have been installed in the house, which will be managed by Clarence Harter. . . . Orrin Larson installed new sound and projection equipment in his Grand, Herman, Minn. . . . In reporting the top business he did on "The Curse of Frankenstein," manager Harlan Blake, Gopher, said that his confection business outgrossed anything that ever had been done at the stand. . . . Colonel Norman E. Sprowl, Kansas City, has been named public relations director, Cinerama, replacing Mrs. Anna Lee, who was transferred back to Dallas in a similar capacity. . . . Bill Cameron, Waterville, Minn., has been named manager, Chief, Red Wing, Minn., succeeding Dale Stucki. . . . Ralph Maw, MGM branch manager, underwent a checkup at Abbott Hospital.

## NEW HAVEN

Mrs. Ida Pomeranz Schorr, 82, mother of Harry F. Shaw, division manager, Loew's Poli New England Theatres, died here last fortnight after a long illness. Funeral services were held in Mt. Hebron Cemetery, Flushing, L. I. In addition to her son, she is survived by a daughter and two sisters.

HARTFORD, CONN., NEWS—AB-PT's initial releases, "The Beginning of the End" and "The Unearthly," had their state premiere in the circuit's Allyn here and the Paramount, New Haven. . . . William J. Kilpatrick,

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**Watch for them!**

**NEXT!**

***Atlanta Territory***

**Issue of September 18**

***Denver Territory***

**Issue of September 25**

**Save them!**

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# Film Exchange and Dealer Listing for the
# BOSTON FILM TERRITORY

**A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals**

## • *Film Distributors*

**ACADEMY, 250 Stuart St.—LIberty 2-9315**
Br. Mgr.: Thomas Donaldson. Office Mgr.: Dorothy Blumenthal. Emerg. Phone: c/o Film Exchange Transfer, HA 6-6969.

**ALLIED ARTISTS, 39 Church St.—Hancock 6-4360**
Dist. and Br. Mgr.: Ben Abrams. Sls. Mgr.: Jerry Callahan. Sales: Frank Hyland, Mel Ames. Office Mgr. and Booker: Charles Wilson. Cashier: Inez Weinstein. Emerg. Phone: HAncock 6-4360.

**BUENA VISTA (Disney), 260 Tremont St.—HAncock 6-9360**
Br. Mgr.: John Feloney. Booker: Florio Simi. Cashier: Nancy Reynolds. Resident Auditor: Walter McIntosh. Emerg. Phone: HAncock 6-9360. (*District Mgr. in residence: Herbert J. Schaefer*)

**COLUMBIA 45 Church St.—HAncock 6-8980**
Br. Mgr.: Thomas F. O'Brien. Office Mgr.: Eleanor Ahern. Sales: Saul Simons, Harvey Appell, Meyer Fox, Carl Myshrall. Bookers: Abe Barry, John Walton, Warren Gates. Cashier: Sarah Lourie. Field Exp.: John Markle. Emerg. Phone: HA 6-8980. (*Div. Mgr. in residence: Harry Rogovin*)

**CONTINENTAL, 20 Winchester St.—HAncock 6-0788**
Br. Mgr.: Ellis Gordon. Emerg. Phone: BI 4-4883.

**DCA, 50 Melrose St.—HAncock 6-5291**
Br. Mgr: Al Herman. Office Mgr. and Booker: Cyril McGerigle. Cashier: Martha Kenney. Emerg. Phone: Herman, BE 2-7321.

**DOMINANT, 448 Statler Bldg.—HAncock 6-4930**
Br. Mgr.: Ben Rogers. Emerg. Phone: BE 2-3074.

**EMBASSY, 20 Winchester St.—HUbbard 2-3325**
Br. Mgr.: Joseph Wolf. Sls. Mgr.: Judson Parker. Office Mgr. and Booker: Harold Levin. Sales: Jack McCarthy. Cashier: Frances Bronstein. Field Exp: George Krosko. Emerg. Phone: Wolf, HO 9-0756.

**LOUIS E. JOSEPHS, 42 Melrose St.—HUbbard 2-6433**
Br. Mgr.: Louis Josephs. Emerg. Phone: AS 7-3118.

**METRO-GOLDWYN-MAYER, 46 Church St.—HAncock 6-0044**
Br. Mgr.: Benn Rosenwald. Sls. Mgr.: Benjamin Bebchick. Office Mgr.: Charles School. Sales: Roy Curran, Joe Rohilly, Henry Scully. Head Booker: Charles F. Repec. Bookers: Joseph Rothgeb, Francis Driscoll, Jack Israelson. Cashier: Mary Brashear. Field Exp.: Floyd Fitzsimmons. Emerg. Phone: HAncock 6-0047.

**NEW ENGLAND, 250 Stuart St.—LIberty 2-6754**
Br. Mgr.: Lewis Ginsburg. Sales and Booker: Melvin Davis. Emerg. Phone: AS 7-0487.

**PARAMOUNT, 58 Berkeley St.—HAncock 6-1070**
Br. Mgr.: Gaspar Urban. Sls. Mgr.: John Kane. Office Mgr.: Ed Bradley. Sales: Jack Gubbins, Bud Lewis, Wendell Clement. Bookers: Gil Norton, Al McIntyre, Bill Hepburn, Bob Moore. Cashier: Rose Goodes. Field Exp.: Arnold VonLeer. Emerg. Phone: HAncock 6-1070. (*Div. Mgr. in residence: John Moore*)

**RANK, 260 Tremont St.—HAncock 6-3960**
Br. Mgr.: Stanton Davis. Office Mgr. and Booker: David W. Grover. Emerg. Phone: BE 2-4213. (*Regional Mgr. in residence: Abe Weiner*)

**REPUBLIC, 260 Piedmont St.—HAncock 6-4288**
Br. Mgr.: John Downing. Sales: Jack Martin. Bookers: Thomas Morton, Gordon Bradley. Cashier: Edith Meyrowitz. Emerg. Phone: DE 3-1819R.

**EDWARD RUFF, 260 Tremont St.—LIberty 2-2797**
Br. Mgr.: Edward Ruff. Sales: Arthur Fraser. Emerg. Phone: FA 3-8688.

**20TH CENTURY-FOX, 115 Broadway—HAncock 6-2180**
Br. Mgr.: Welden Waters. Sls. Mgr.: John Peckos. Office Mgr.: William Graham. Sales: Frank Keller, Martin Berman. Bookers: Sam Berg, Mike Zomon, Larry Lucie, Robert Rancatore. Cashier: Mary McCarthy. Field Exp.: Phil Engel. Emerg. Phone: Berg, AS 7-1539. (*Dist. Mgr. in residence: Al Levy*)

**UNITED ARTISTS, 52 Church St.—HAncock 6-6540**
Br. Mgr.: Harry Segal. Office Mgr.: Max Berlone. Sls. Mgr.: Manny Youngerman. Sales: Kenneth Robinson, Al Fecke, Irving Vuono. Bookers: Sam Levine, Agnes Donohue, Myron Segal. Cashier: William Washburn. Field Exp.: Joseph Mansfield. Emerg. Phone: Segal, BE 2-6226.

**UNIVERSAL-INTERNATIONAL, 60 Church St.—HAncock 6-8760**
Br. Mgr.: E. Myer Feltman. Sls. Mgr.: Joe Kelly. Office Mgr.: Henry Wolper. Sales: Fred Shohet, Francis Charles. Bookers: Stanley Sudman, Emma Corbett, Matt Moriarty, Edgar Knudson. Cashier: Edward Donovan. Emerg. Phone: Sudman, DE 2-5698. (*Dist. Mgr. in residence: Joe Gins*)

**WARNER BROS., 131 Arlington St.—HUbbard 2-3290**
Br. Mgr.: William Kumins. Sls. Mgr.: Herbert Gaines. Office Mgr.: Leo Griffin. Sales: G. William Horan, Walter Dyer. Bookers: Robert Levine, William Kremmell, Joseph O'Brien, Arthur Fornesi. Cashier: Harry Spingler. Field Exp.: Art Moger. Emerg. Phone: Levine, DE 2-5698.

## • *Supply Dealers*

**CAPITOL THEATRE SUPPLY, 28 Piedmont St.—LIberty 2-6797. Emerg. Phone: WE 5-5674**
**MAJOR THEATRE EQUIP., 44 Winchester St.—LIberty 2-0445. Emerg. Phone: CH 3-5619**
**MASSACHUSETTS THEATRE SUPPLY, 20 Piedmont St.—LIberty 2-9814. Emerg. Phone: GR 2-7885**
**NATIONAL THEATRE SUPPLY, 37 Winchester St.—LIBerty 2-2663**
**Emerg. Phone: East Boston 7-4362-W**

## • *Screen Trailers*

**NATIONAL SCREEN SERVICE, 95 Broadway—LIberty 2-4476**
Br. Mgr.: Maynard Sickles. Office Mgr.: Joseph Rossi. Sales: Fred Stoloff. Emerg. Phone: LIberty 2-4476.

## • *Signs, Advertising and Printing*

**BELL SIGN, 840 Washington St.—HUbbard 2-6274**
**CHESTER N. GRENIER, 210 Stuart St.—DEvonshire 8-8084**
**METROPOLITAN SHOW PRINT, 97 West Dedham St.—KEnmore 6-4139**
**NATIONAL SCREEN SERVICE, 95 Broadway—LIberty 2-4476**
**SCHELL PRINTING, 3166 Washington St.—JAmacia 4-4332**
**UNIVERSITY SIGN, 8 Potter St., Cambridge—UNiversity 4-4500**

## • *Film Delivery Services*

**FILM EXCHANGE TRANSFER, 13 Piedmont St.—HAncock 6-6969, 6989**
Mgr.: James Marshall. Head Shipper: Billy Hutchinson. Emerg. Phone: EA 7-1471.

**FILM TRANSPORTATION CO., 42 Melrose St.—HAncock 6-8440**
Mgr.: Richard Ookin. Emerg. Phone: HA 6-8440.

**INTERSTATE FILM DESPATCH, 49 Clark St., Somerville—SO 6-8428**
Mgr.: Kenneth LeBeau. Emerg. Phone: MO 3-3702.

## • *Service Companies*

**ALTEC SERVICE CO., 260 Tremont St.—HUbbard 2-4710**
**IMAGE AND SOUND SERVICE, 445 Statler Bldg.—HAncock 6-7984**
**RCA SERVICE CO., 260 Tremont St.—HUbbard 2-0123**

**A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR**

public relations director, Sikorsky Aircraft, has joined the public relations staff of Michael Todd. . . . The 2,070-car Meadows Drive-In was added to the roster of theatres scheduling the closed-circuit telecast of the Robinson-Basilio fight on Sept. 23. . . . Leonard Sampson, Robert Spodick, and Norman Bialek, Nutmeg Theatre Circuit, arranged to hold Fairfield County premiere of Warner's "The Rising of the Moon" in the Fine Arts, Westport, Conn., for benefit of the Visiting Homemaker Service.

### NEW ORLEANS

R. E. Hook, circuit operator headquartering at Aliceville, Ala., acquired the Starlite Drive-In, Canton, Miss., and immediately reopened it. It was closed for about a month by the Peavy Brothers. . . . Ruth Toubman, Southeastern Theatre Equipment secretary, was ill. . . . Frank Patterson, who formerly operated the Dubach, La., theatre, acquired ownership of the Mansfield, Mansfield, La., which he will renovate. . . . Exhibitors Cooperative Service advised that Harold H. Comeau shuttered the Rose, Opelousas, La., an affiliate of the Southern Amusement Company.

### NEW YORK

Marilyn Rose Branson, daughter of Mr. and Mrs. Walter E. Branson, RKO's vice-president in charge of world wide distribution, was married to Martin Robert Miller, a Second Lieutenant in the U. S. Marine Corps, at St. Joseph's Church, Bronxville. . . . Mrs. David V. Picker, wife of UA's sales-promotion liaison representative, gave birth to a daughter, Caryn Anne, at Doctors Hospital. . . . Roberta Goldstone was crowned "Miss Union Maid of 1957" in the office of Mayor Robert F. Wagner. . . . Funeral services were held for Mrs. Ida Pomeranz Schorr, mother of Harry F. Shaw, division manager, Loew's New England Theatres, in Mt. Hebron Cemetery, Flushing, L. I. She died in New Haven at the age of 82 after a long illness. . . . Margaret Ann Young, director, Motion Picture Association's Title Registration Bureau, was married last fortnight to Lester J. Franklin, of the Lawyers Club. They honeymooned at Hampton Bay, L. I.

### PHILADELPHIA

Mort Magil, district manager, and Leonard Mintz, branch manager, Buena Vista, returned from a los Angeles convention last fortnight. Their plane caught fire and held over in Las Vegas for four hours; but our boys couldn't even shoot crap because the crowds were so big. . . . Ralph Pries, Berlo

**Philadelphia exhibitors visited New York recently and attended a screening of U-I's "My Man Godfrey." Seen, left to right, are F. J. A. McCarthy, U-I assistant general sales manager; Ben Shapiro, Arcadia, Philadelphia; P. T. Dana, U-I's eastern sales manager; and John Turner, Arcadia, Philadelphia.**

## Southern Talent Hunt Winds In New Orleans

NEW ORLEANS—Anita Wood, 19, of Memphis, was the winner of the month-long Hollywood Star Hunt, sponsored throughout the south by Paramount Gulf Theatres and co-sponsored in this area by the New Orleans States. The final event was staged at the Saenger last fortnight. As the winner, Miss Wood will receive a part in an American Broadcasting-Paramount Gulf Theatres Hollywood movie and a motion picture contract with Paramount Gulf with options up to seven years.

Miss Wood appeared on the Saenger stage first in a white evening gown and returned in a black sheath dress to display her talent as a songstress. A bathing suit event followed. Henry G. Plitt, Paramount Gulf president and contest director awarding the prize, pointed out that other finalists had the benefit of a film test which will be shown in their home towns and filed by the company for future references.

Judges were Sidney M. Markley and Plitt, AB-PT; Edwin Howard, Memphis Press Scimitar, G. Ben Bicknell, division manager, Paramount Gulf; Alex Thompson, Tennarkana Theatres; and Georgia Burrous, The New Orleans States. Sid Noel emceed the Saenger festivities.

James P. Clark

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## Proposed Drive-In Rejected By Zoning Commission

WILMINGTON, DEL.—The New Castle County Levy Court last week denied a change of zoning which would have permitted the A. M. Ellis Theatres Company, Camden, N. J., to build a drive-in on Naaman's Road. The county commissioners gave no reason for their decision, which upheld the New Castle County Zoning Commission's July 17 recommendation.

The company had sought a zoning change from R-2, agricultural and general purposes, to C-2, roadside business. Representatives said it was planned to build a $350,000 drive-in on 13 acres near the Baltimore and Ohio Railroad main line.

Vending Company, celebrated another birthday recently. He celebrated by getting up and writing a letter at 5.30 A.M. No foolin'. . . . Morry Schwarz, former well known in the industry, is now with Ernie, Doc Buick Company, Jenkintown, Pa., where he would like to greet old friends. . . . Charlie Poorman, Pottsville, Pa., showman, in seeking an exploitation-manager's post, recently issued some attention getting "Wanted" posters on himself which vividly brought out the fact that "for reviving DEAD theatres; for keeping showmanship ALIVE, it would REWARD most anyone to hire him for $125 minimum weekly," etc. . . . Newest addition to Philly's first run art houses will be Ellis' Bala, which tees off with this policy early next month. . . . Jack Harris was busy setting up the area release of Associated-Dominant's Cagney reissue, "Yankee Doodle Dandy," which will have a 30 date break on Sept. 18 heralded by full page color newspaper ads, etc. A second saturation on the film in the sub-runs will take place on Oct. 9. The campaign budget, the Screen Guild head said, will total $22,000. . . . Sam Diamond, 20th-Fox branch manager, advised exhibitors that the 56-minute version of 20th-Fox's "The Big Show" designed for presentation to the public in theatres was available for dating immediately on a "no charge" basis.

### ST. LOUIS

Officers and directors of Missouri-Illinois Theatre Owners adopted a resolution supporting Loew's, Inc., president Joseph R. Vogel in his fight for control of that company. . . . Eddie Clark announced that he plans to reopen the long-shuttered Joppa Auto-Vue Drive-In, Joppa, Ill., early in 1958. . . . Rogers Theatres announced the closing of the Cri-

**Jerry Gaghan, Philadelphia Daily News columnist, recently received a record album on Warners' "Pajama Game" from an appropriately garbed model at a screening of the film prior to its opening at the SW Mastbaum.**

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**Friday, September 20th**

**Meadowlands Country Club**

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Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "the A-MAN Corner." Add your name and address. Names and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

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**MANAGER,** 40, twenty years experience, available 30 days notice. Familiar with all phases of theatre operation, both indoor and drive-in. **CORBAN SMITH, 322 W. 10th St., Charlotte, N. C.** (94)

**CITY AND HOUSE MANAGERS** wanted for small midwest circuit. **BOX A94, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**IF YOUR THEATRE** needs more than just another manager, you can use me to advantage. Presently employed. Desire to locate in Florida. Promotion, exploitation minded. **BOX A828, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**THEATRE MANAGER** desires change to concession field. Would like job as concession supervisor. Have had top experience in getting results in drive-in theatres and indoor theatres. **BOX B838, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGERIAL POSITION OPEN,** first run theatre in South. Top salary. Advise qualifications, references, salary, send small snapshot. Have group hospitalization, life insurance, vacation, Christmas bonuses. **BOX A911, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

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**EXPERIENCED MANAGER,** drive-in and conventional, available to responsible exhibitor. Top references. Top salary required. **Write P.O. Box 52, Pleasant Valley, N. Y. (911)**

**COLLEGE GRADUATE,** single, twenties, 4 years theatre experience, seeks film booking, buying or publicity opportunity. N.Y.C. area. **W. HARRIS, 249-71 57th Ave., Little Neck, N. Y.** (911)

***Address all correspondence to—*** **The A-MAN Corner** **Motion Picture Exhibitor**
**246 North Clarion St., Phila. 7, Pa.**

terion, Poplar Bluff, Mo., which is to be converted to a department store. . . . Area drive-ins began to curtail operations to weekends only. . . . The Chan Theatre Building, Chandlerville, Ill., has been sold at public auction to DuWayne Thomas for $1,000, including theatre equipment. . . . The Frisina circuit's Varsity, Decatur, Ill., erected in 1940-41 at a cost of $125,000, is being remodeled by its new owners for use as a store.

## SAN ANTONIO

Barbara Rine, Woodlawn cashier, said a child's voice on the telephone informed her a bomb "was set to explode in five minutes." Believing it a prank, police did not empty the theatre. They made a partial search while the patrons remained seated. Nothing was found. . . . A midnight jazz concert has been planned for the Majestic on Sept. 13. . . . Jacob Schwartz, father of Norman Schwartz, manager, Aztec, died recently. . . . J. L. Greenwood, manager, Joy, suffered a badly cut hand in an accident but is carrying on his duties despite the handicap. . . . Dan McCarthy has been named general manager, Bob and LeeRoy Otwell Theatres, with headquarters in San Marcos, Tex. . . . Bill Boren had not as yet named a manager for his recently opened Stadium Drive-In, Garland, Tex. Marshall E. Rose is projectionist. . . .

**A friendship dinner was tendered recently to Elmer Pickard, former manager, SW Mastbaum, Philadelphia at the Aloha Club, as he left the industry. Among those present were, front row, Del Jones, manager, Earl; Jim McHugh, SW booker; Ben Blumberg, manager, 69th Street; Domenic Lucente, manager, Broadway; Dave Fishman, manager, Manor; Vince Olanin, manager, Mastbaum; Bill Woods, assistant manager, Mastbaum; and Frank Costello, manager, Orpheum; and, back row, Eddie Coyle, manager, Family; special guest "Shag" Crawford, National League baseball umpire; Charles Middlesworth, manager, Viking; Abe Cohen, veteran operator, Palace; Al Plough, manager, Stanton; Jim Brown, assistant manager, Mastbaum; guest of honor Pickard; Bill Turner, toastmaster; and Roy Robbins, manager, Palace.**

**Patricia Provenza, Warners' "The James Dean Story" letter writing contest winner, recently received her prize from manager Harry Lohmeyer, Stanley, Baltimore, Md., as Mr. and Mrs. Harry Phillips, Radio Station WAYE, looked on.**

Charles Gower, general manager, McElroy Theatres, with headquarters in Shreveport, La., has named Fulton Jones, Jr., manager of the circuit's Fox Drive-In, Marshall, Tex. Jones succeeds Ike Sanders, resigned. He was formerly assistant at the Barksdale Drive-In, Shreveport, La.

Demolition of the Rio Theatre Building, Odessa, Tex., swept by fire last January, has been completed and the site lot will be used temporarily for a parking lot, it was announced by Maggie Scott, owner of the property. Mrs. Scott has acquired a site here for the construction of a new theatre which will cost an estimated $300,000. . . . Wendell Dodds, assistant to Jack Hendrix, manager, Bowie, Brownwood, Tex., for the Interstate Circuit, recently was married. . . . Mr. and Mrs. Jack Needham, owners, Bluff Vue and Camp Bowie Drive-Ins, Brownwood, Tex., have leased ranch land near Junction, Tex. Donald Wright, former manager, Bluff Vue, has been placed in charge of the land. Porter Simmons, formerly at the Camp Bowie, has shifted over to the Bluff Vue. No one had been named to replace Simmons.

## SEATTLE

Gordon Scott made personal appearances in back-to-school parties sponsored by five department stores and the John Hamrick and Evergreen downtown theatres. Thousands of youngsters attended the event and saw "Tarzan's Hidden Jungle." . . . Mr. and Mrs. Si Danz celebrated their 50th wedding anniversary at the New Washington Hotel with a party for old friends. Danz, brother of John Danz, president, Sterling Theatres, and the late Joe Danz, who operated the Embassy before his death, recently retired from Sterling Theatres. He managed the Garden for many years. . . . Frances Mola, Columbia cashier, was married. . . . Bob Anderson's new theatre at Lake Burien will open shortly.

## Former Fox Executive Dies After Heart Attack

**ST. LOUIS—Joseph A. Feld, who retired last year as city salesman and assistant branch manager, 20th-Fox, after some 40 years of service with that company, died in De Paul Hospital last fortnight. Feld, who was 67 years old, suffered a heart attack at his home and was rushed to the hospital, where he died the next day.**

**Feld is survived by his wife, six sons, and a daughter.**

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Cinemiracle Ready To Bow *Page PE-15*

# PHYSICAL THEATRE

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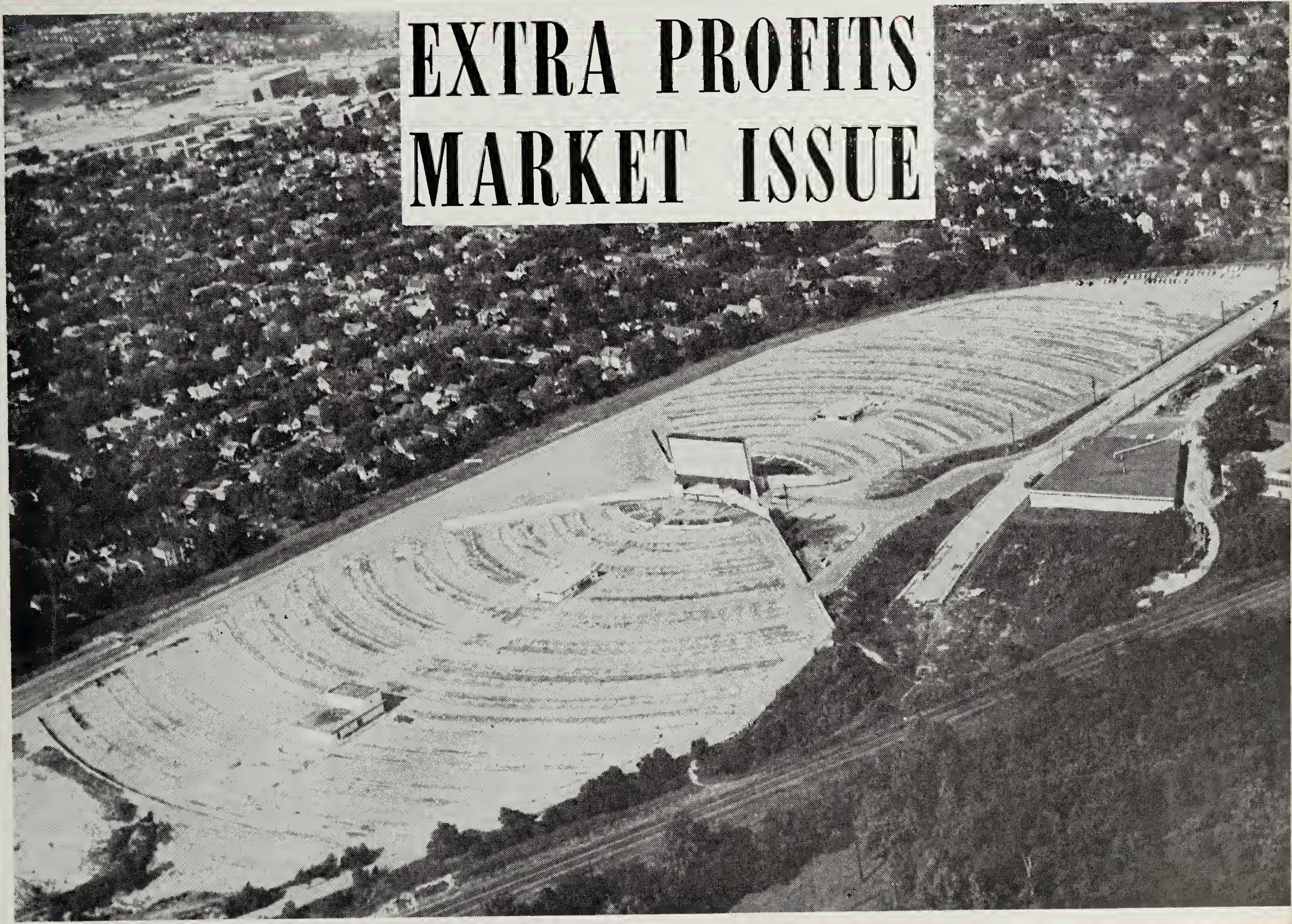
# EXTRA PROFITS

**BILL HADDOCK, Editor**

## EXTRA PROFITS MARKET ISSUE



**Rube Shor recently expanded his Twin Drive-In at Cincinnati by adding ramps for an additional 500-600 cars, lower left, constructing a new projection, concession, and office building. The throw to the PLAST X PLATE coated screen, 65 by 135 feet, is one of the longest in the country. Capacity now is 4,000 cars.**

*An every-fourth-week combined department devoted to the physi*
*structure of the drive-in and conventional theatre, its design, equ*
*ment and furnishings, with a special section devoted to thea*
*concession operations and management.*

**Volume 12 Number 10**

**September 11, 1957**

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## LAYING IT

# On The Line

## The Big Question

Last week, launching what may be a period of readjustment for motion picture theatres, the first telemovie system was unveiled in Bartlesville, Oklahoma, by Video Independent Theatres.

The alert theatre man, while naturally interested in the telemovie operation, also has been obliged in the course of the summer to watch the development and subsequent production plans of Paramount's subsidiary, International Telemeter, an entertainment medium which, while by-passing Federal Communications Commission authority, amounts in effect to toll television, differing only in method of transmission. And, in the course of this month, his attention will be drawn to Washington, where the FCC is slated to review again the controversial pay-to-see TV system.

Although it seems unlikely that the toll TV proponents will receive the green light for their pay gadgets in the immediate future, it is probable that some kind of trial of the system will be authorized by the FCC for the not too distant future. And, although a lack of film product for home consumption might temporarily pose a problem for the various coin-in-the-slot media, this is the time that exhibitors everywhere would be well advised to take stock of their physical plants in an effort to guarantee that the movie seen in the theatre will remain the most entertaining and satisfactory one.

In the crucial trial period, theatres everywhere will be obliged to put best foot forward to distract patrons' attention from the illusory wares of the coin machine at home; the theatre must be in tip-top operating condition; the staff must redouble even its most satisfactory efforts; and the best can be considered only adequate. The focus of battle will center on maintenance and personnel.

At the same time, the exhibitor is caught in between theatrical operation and the home viewing systems, at least one of which proposes to leave transmission of film product to the local theatre. We cannot predict which way the theatreman's ultimate efforts will be expended, but we are convinced that, in the last analysis, the trial of toll TV and its relatives may be the shot in the arm that the motion picture theatre has needed so long. When all other efforts to boost boxoffice have failed, perhaps what has loomed on the horizon as an enemy will prove a friend by returning a discouraged, and poorer, public to the movie palace for entertainment unequaled elsewhere.

One way to help bring this about is to keep a smoothly-operating theatre, cordially extending its welcome to one and all, at the forefront of the public's conscience, by any means possible. It is to be hoped that industry-wide cooperation will develop to help in this direction, but the survival of the theatre depends, finally on one thing only: the willingness of its operator to work for it.

**PHYSICAL THEATRE • EXTRA PROFITS •** **Sectional department of MOTION PICTURE EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.**

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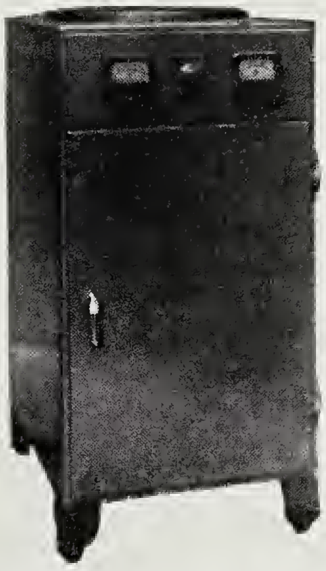

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# Luxury Drive-In Launched In Shipyard

THE new 1700-car Shipyard Drive-In, in the shipyard area of Providence, R. I., opened its gates in early August, taking its place as one of the outstanding open air theatres in the east.

The theatre is owned by the Berry-Hill Corporation of Providence, a group that owns a large portion of the property in the shipyard area, including a shopping center and several small industry plants. The theatre is operated by the Rifkin circuit of Boston. Ira Ratatansky of Providence is the architect who drew up the overall plans. The concession building was designed by Philip and Samuel Lowe, Jr., of Theatre Candy Company, Boston.

Features of the drive-in include a hanging boxoffice of three multi-colored cashier booths, serving six entrance lanes. A corrugated steel fence, painted in three colors, which surrounds the property, has fluorescent lights every 18 feet, white lights on the outside of the theatre, blue lights on the inside. The concession building is of cocoa brown cinder block, with a white stone roof and white and pumpkin trimmings. The concession building itself is 85 by 140 feet, and has six cafeteria counters with star-shaped lanes. This building also houses the manager's office and the projection room. The former, on the second floor, has three large picture windows surveying the ramps, the boxoffice, and the screen. The projection room also is on the second floor. On the ground floor is space to garage trucks, as well as car heaters, for the year-'round operation.

The rest rooms are in the rear of the concession part of the building. Other features are two dance patios, twin tower moonlight poles, and the sunken playground.

The playground is a new and attractive design. A dry stone wall surrounds the area, which is divided into three sections. In the middle is the older children's section, containing a ferris wheel, train ride, merry-go-round, and other entertainment. On the right is the Tot Lot for the smaller children, which the older children are not allowed to enter. Here there are sand boxes, slides, and swings. An attendant is on duty at all times when the section is open.

At the right of the playground is the miniature golf course for adults. No children can enter unless accompanied by an adult. The nine-hole course was laid out by Philip Lowe, who admits that it is designed to "get the people through fast." In some spots, the stone wall surrounding the area is 10 feet in height, in other spots only eight feet. But from the regular ground level, the stone wall appears only two feet above ground. Hence, parents can watch their children at play while sitting on chairs on the terrace.

Projection equipment for the Shipyard is Century; sound was installed by Massachusetts Theatre Equipment Company. The situation is managed by Sam Badamo.

PHYSICAL THEATRE
Vol. 12, No. 10 September 11, 1957

# Screens That Live . . . Forever

By
Jack Lewis
Public Relations Director
Plast X Plate, Inc.

"MARTY" was on the "must" list of Joe Klein. Friday night was set aside to take his wife and kids to the local drive-in. Excitement had been mounting for several days about seeing this "award winner." Friday evening finally came, and Joe's family took its place with hundreds of other viewers. The picture started, and so did the trouble. What had happened to the picture? It was scarcely visible on the screen. After struggling through thirty minutes of agony, with complaints coming from the small fry in the back seat, Joe gave up and drove home.

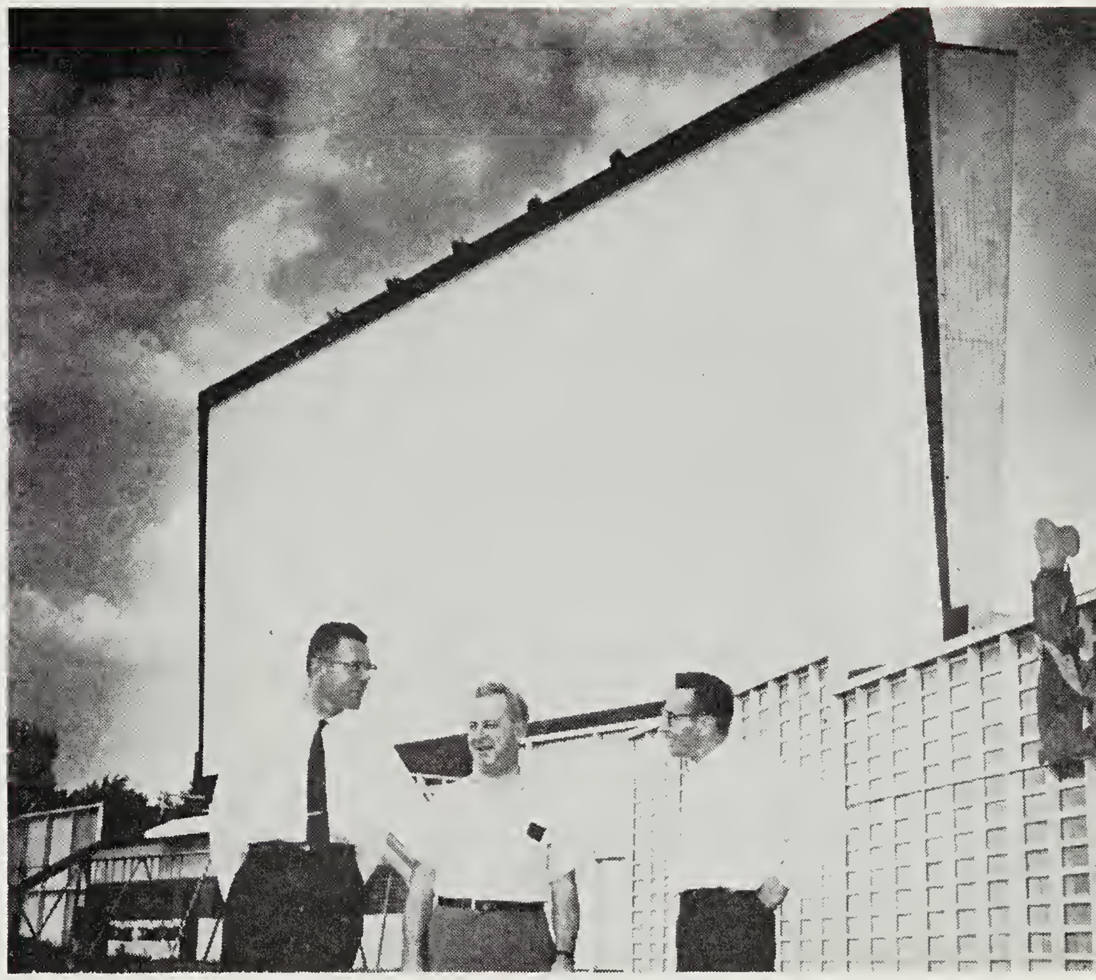
This is only one example, and there are thousands like it. But it takes only one to start the ball rolling. The first car to leave gives another family the idea that there is something better to do than to squint for several hours in an effort to see a picture.

## CURTAIN GOING UP

Heretofore, screen problems have been a plague because no one has been able to lick them, for any appreciable length of time. But here the story really begins. After years of study, research, and exhaustive field tests, the Plast X Plate Corporation has developed a screen coating made from a specially-compounded, glass-clear plastic that dries almost instantly upon being applied and gradually molds itself into permanent union with the screen tower surface. The final formation is a deeply bonded film of white, translucent plastic in one continuous sheet. Once it is applied, screen problems vanish. Depth, line sharpness, color fidelity, light gain, overall brightness, holding, and glare resistance are improved to a total of 141.9 per cent over outside white screen paints or bright metals.

## PROUD OF BEING FAR-SIGHTED

For many years, Plast X Plate has endeavored to uncover all possible applications for its product. About a year ago, the company's engineers discovered a market that was very much in need of help-outdoor theatre screen towers. Immediately, the company launched a study of the problem. Engineers were sent to all parts of the country to survey screen towers in all kinds of weather conditions, of all types of construction. The results of the studies were brought back to the laboratory, where all problems were simulated for test purposes. Plast X Plate was tested on each problem, such as rust stains, chipping, and peeling. During the tests, the company insisted that one consideration be upheld: Plast X Plate had already gained an excellent reputation in other fields. Therefore, the result of each test had to uphold the reputation of the product for performance perfection. If the test could not prove such perfection, the product could not be offered to the screen tower market. The test proved "performance plus."

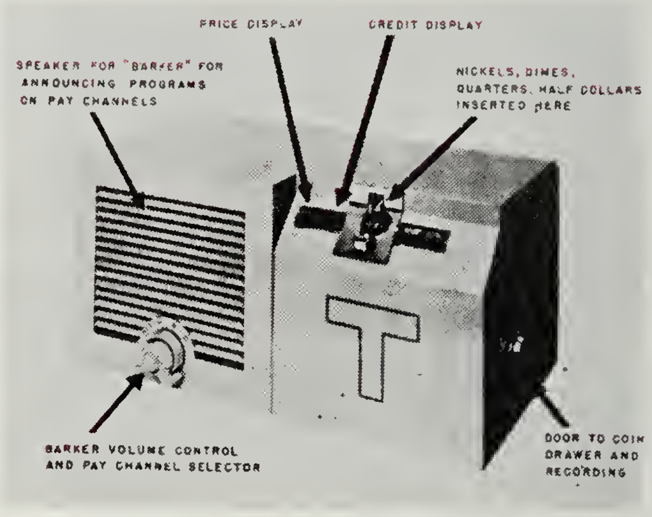


**At upper left is the screen of Rube Shor's Twin Drive-In, Cincinnati, before application of Plast X Plate. Above, PXP president William Pearson, Shor, and George English are seen at screen after application of plastic coating.**

(*Continued on page PE-16*)

# Friend Or Foe?

## A Glance At Telemeter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CREDIT DISPLAY
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NICKELS, DIMES, QUARTERS, HALF DOLLARS INSERTED HERE
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DOOR TO COIN DRAWER AND RECORDING

**At right, the International Telemeter pay device for home TV sets. Left, Paramount president Barney Balaban and Louis Novins, Telemeter vice-president.**

THE International Telemeter Corporation, a Paramount subsidiary and one of the principals seeking authorization from the Federal Communications Commission at Washington to operate a subscription television system, last month held demonstrations for the east coast press in the Savoy Plaza Hotel in New York. The occasion marked the first time that the equipment had been shown outside of the west coast area.

The presentation of the equipment by Telemeter vice-president Paul MacNamara and his associates was followed by a question and answer period during which Paramount president Barney Balaban and another Telemeter executive, Louis Novins, indicated that the company's pay programs will be ready for public consumption by the end of this year or early in 1958, and that equipment is being manufactured now.

If sufficient product is available, a question as yet unanswered by any source, the contemplated feature film programs will be carried to homes by non-FCC-controlled closed circuits, which are expected to be operated largely by exhibitors, although the equipment will be leased on franchise to any interested, competent person or group. The first commercial deal was made by Telemeter with Fox West Coast Theatres, and it was said that discussions were being held with other organizations and that several deals were to be consummated shortly.

In the course of the press conference in New York, Balaban contended that the Telemeter system would reach an "untapped audience" and that it would hurt only those motion picture theatres considered marginal operations which would eventually close anyway. But he emphasized that Telemeter does not mean the end of theatre exhibition.

•

It is Telemeter's thesis that most motion picture theatres are closed during the daytime and, during that time, are not producing income, although overhead, rent, taxes, or similar items go steadily on during these hours.

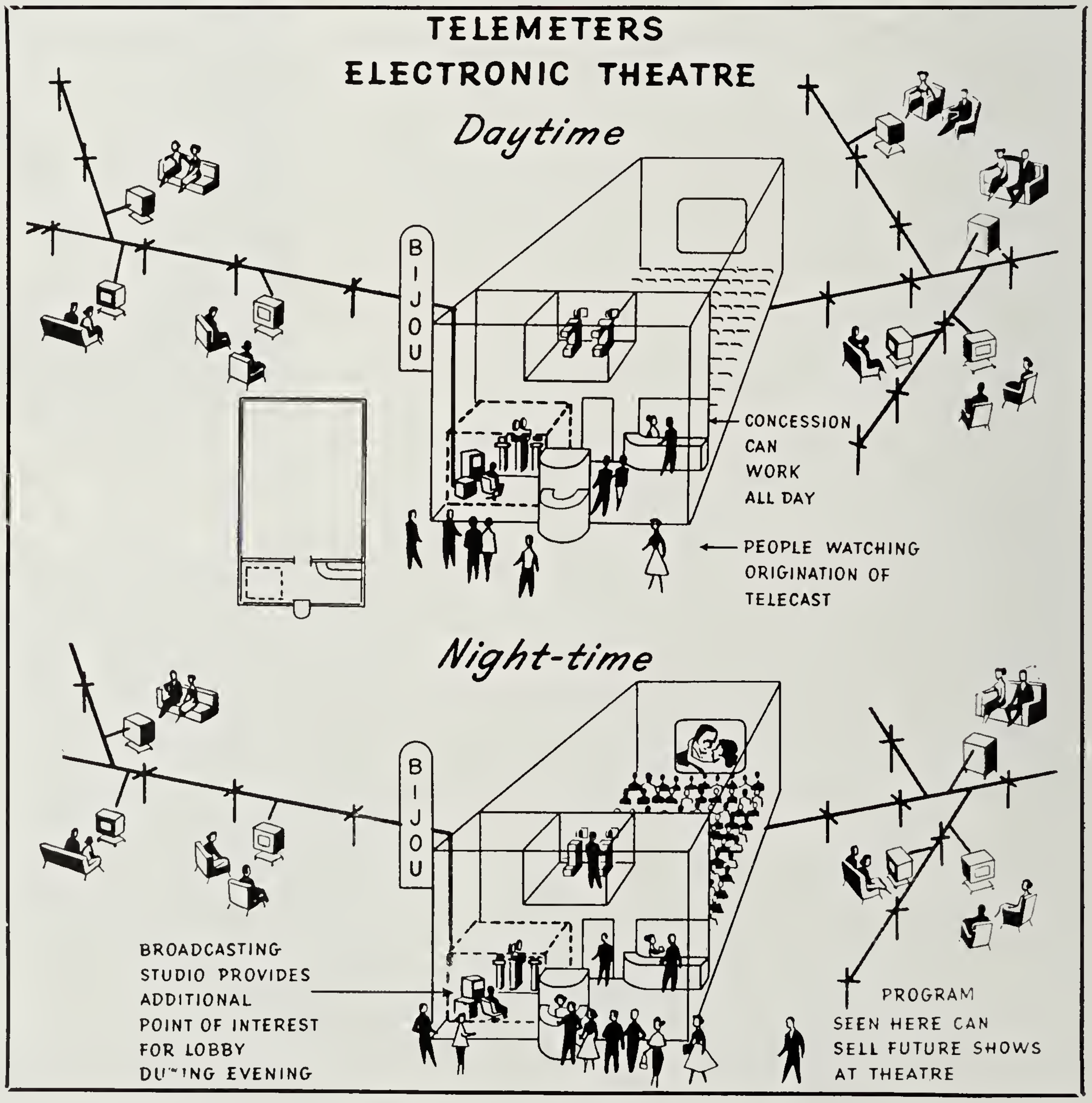
When such a theatre begins to come to life about seven p. m., there are a few patrons at the concession stand and a handful of early customers begin to drift into the auditorium. The efficiency of the theatre operation builds until about 10 p. m., and then begins to drop off until midnight, when the average house is closed, ending a five hour day, roughly.

With the Telemeter Electronic Theatre, income would start at nine a. m., or any other selected morning starting time, with the first commercial newscast in the neighborhood, instead of in the evening when the theatre opens. If the Electronic Theatre is installed in the lobby of the theatre, it is possible to do business all day; the lobby studio would attract the public from the street to watch a telecast originate and, in turn, the concession stand could open earlier to take due advantage of the situation.

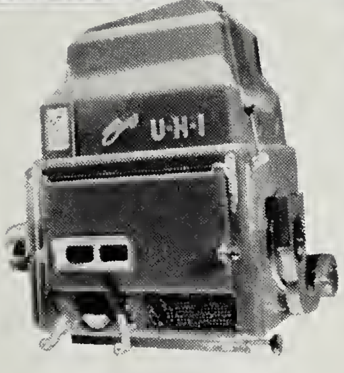
Free programming being broadcast from the theatre during the day would also be a source of income to the exhibitor, who would sell advertising time on shows being sent free into homes.

In the evening, "theatre" tickets are sold to those patrons who choose to stay home and watch the theatre's film program on the

(*Continued on page PE-14*)


TELEMETERS
ELECTRONIC THEATRE
Daytime
BIJOU
CONCESSION CAN WORK ALL DAY
PEOPLE WATCHING ORIGINATION OF TELECAST
Night-time
BIJOU
BROADCASTING STUDIO PROVIDES ADDITIONAL POINT OF INTEREST FOR LOBBY DURING EVENING
PROGRAM SEEN HERE CAN SELL FUTURE SHOWS AT THEATRE

**An artist's drawing details the contemplated operation of the Telemeter closed circuit system for homes and theatres. The daylight operation would increase exhibitor's profits from films, it is contended, selling evening shows.**



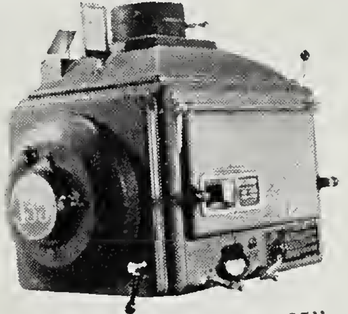
STRONG U-H-I
(with Beam Shaper)

For indoor matte screens up to 60 feet wide and high gain screens up to 75 feet wide.

For drive-in matte screens up to 120 feet wide and high gain screens up to 140 feet wide.

Burns full 20-inch 13.6 carbons.

Overall optical speed f 1.5 with f 1.5/1.6 projection lenses and projection cleared for f 1.5.



STRONG SUPER "135"
(75 to 135 Ampere High Intensity)

For indoor matte screens up to 50 feet wide and high gain screens up to 65 feet wide.

For drive-in matte screens up to 100 feet wide and high gain screens up to 120 feet wide.

16½" dia. reflector for use with f 1.9 or f 2.0 objective systems— 18" dia. reflector for use with f 1.8, f 1.7 and f 1.5 projection lenses delivers approximately 15% higher illumination than the 16½" reflector.

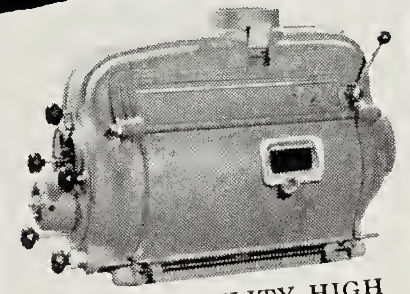
Models for burning 9 or 10 mm positive carbons at 75 to 105 amperes, 11 mm positives at 110 to 125 amperes, and 10 mm Hitex at 124 to 135 amperes.

STRONG MOGUL
(45 to 70 Amperes High Intensity)

For indoor matte screens up to 30 feet wide and high gain screens up to 40 feet wide.

For drive-in matte screens up to 50 feet wide and high gain screens up to 65 feet wide.

14" dia. reflector.

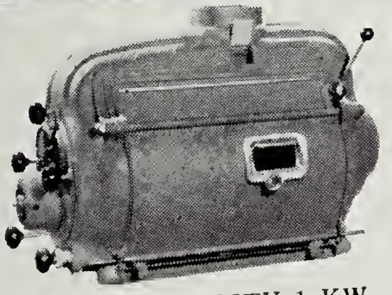


STRONG UTILITY HIGH INTENSITY
(46 Ampere Model)

For indoor matte screens up to 25 feet wide and high gain screens up to 30 feet wide.

For drive-in screens up to 40 feet wide.

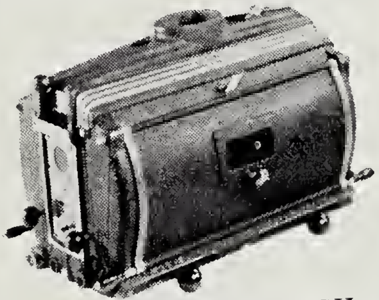
Projects 9400 lumens burning at 44 to 46 amperes 11⅜" dia. f 2.0 reflector.



STRONG UTILITY 1 KW

For indoor matte screens up to 20 feet wide and high gain screens up to 25 feet wide.

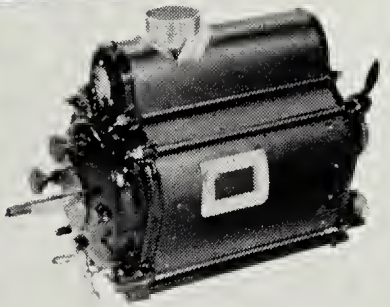
Burns a 6 mm negative with a 7 mm positive copper coated high intensity trim of carbon.



STRONG JUNIOR HIGH
(40 Ampere 28-Volt High Intensity Arc for 35 mm Projection)

For indoor screens up to 18 feet wide.

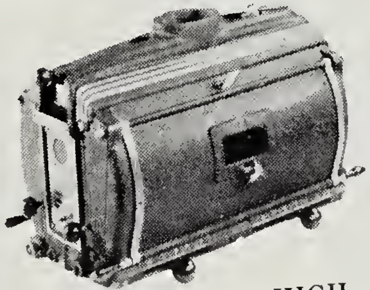
Burns a 6 mm x 9" negative and a 7 mm x 12" copper coated positive. 10¼" dia. f 2.3 reflector.



STRONG PORTABLE
(D.C. Low Intensity Arc for 35 mm Projection)

For screens up to 12 feet wide. 6⅝" dia. f 3 reflector.

Burns 7 mm negatives and 10 mm positive carbons at 17 amperes.



STRONG JUNIOR HIGH
(16 mm Projection Arc)

This 30 ampere high intensity arc projects 2600 lumens of snow white light, without shutter, the maximum amount of light that can be projected without buckling the film.

Burns 8½" 6 mm positive and 6" 5½ mm negative copper coated Pearlex carbons.

10¼" dia. f 1.6 reflector.

# So You're Going to Buy

# PROJECTION ARC LAMPS!

## BEFORE YOU BUY

**Consider that there are many models and types—ONE of which is ideal for your theatre.**

**Don't be misled by claims based on laboratory tests which were made under ideal conditions. See for yourself just how your new lamps will perform in YOUR theatre.**

**Remember that Strong manufactures the only complete line of projection arcs .... lamps which are particularly suited to every condition.**

## SEE FOR YOURSELF

**We will, without any obligation on your part to buy, install the lamps we believe to be best for YOU .... you can actually run shows with these and be the judge. If you buy, your Strong dealer will give you TOP MONEY FOR YOUR OLD LAMPS.**

**THE STRONG ELECTRIC CORPORATION**
**21 City Park Avenue • Toledo 1, Ohio**

**Please send free literature on Strong Projection Arc Lamps.**

**NAME**____________________________________

**THEATRE**____________________________________

**STREET**____________________________________

**CITY & STATE**____________________________________

*All screen width values are for CinemaScope maximum width of screen for regular projection 90% of given value.*

EXTRA PROFITS

Devoted exclusively to concession operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

**BILL HADDOCK, *Editor*** SEPTEMBER 11, 1957

# The Fall Market Guide

**Following its semi-annual custom, EXTRA PROFITS lists leading companies in the field which are ever ready to aid those houses which realize the strong possibilities in off-the-screen selling**

## BEVERAGES

Bowman Dairy Co., 140 W. Ontario Street, Chicago, Ill.—Chocolate milk in cans

Canada Dry Ginger Ales, Inc., 100 Park Avenue, New York—Beverages

THE COCA-COLA COMPANY, 515 Madison Avenue, New York—"Coke"

Cramore Fruit Product Bases, Point Pleasant, N. J.—Fruit beverage bases

Dad's Root Beer Company, 2800 North Talman Avenue, Chicago, Ill.—Beverages

Double Cola Company, 1478 Market Street, Chattanooga, Tenn.—Beverages

Dutch House, Inc., 1411 N. Sydenham St., Philadelphia, Pa.—Chocolate drink

Grapette Company, 112 Grinsted, Camden, Ark.—"Grapette"

Charles E. Hires Company, 206 South 24th Street, Philadelphia, Pa.—Root beer

Hurty-Peck Co., 1423 Naomi Street, Indianapolis, Ind.—Beverage flavors

Julep Company, 353 West Grand Avenue, Chicago, Ill.—Root beer and fountain syrup

Mission Dry Corporation, 5001 South Soto Street, Los Angeles, Cal.—Mission orange

Nehi Corporation, 10th and 9th Avenue, Columbus, Ga.—"Nehi" and "Royal Crown Cola"

Orange Crush Company, 314 West Superior Street, Chicago, Ill.—"Orange Crush" drink, "Old Colony" beverages

Dr. Pepper Company, 428 Second Street, Dallas, Tex.—Beverages

PEPSI-COLA COMPANY, 3 West 57th Street, New York—Beverages

Richardson Corporation, 1069 Lyell Avenue, Rochester, N. Y.—Root beer

## CANDY

Fred W. Amend Company, 8 South Michigan Avenue, Chicago, Ill.—"Chuckles"

Bachman Chocolate Manufacturing Company, Mount Joy, Pa.

Walter Baker and Company, Inc., Pierce Square, Dorchester, Mass.

Banner Candy Manufacturing Company, 700 Liberty Avenue, Brooklyn, N. Y.—Candy, Jordan almonds, coated licorice

Paul F. Beich Company, West Front Street, Bloomington, Ill.

Blumenthal Bros., Margaret and James Streets, Philadelphia 27, Pa.

E. J. Brach and Sons, 4656 West Kinzie Street, Chicago 44, Ill.

Brock Candy Company, Chattanooga, Tenn.

Bunte Brothers-Chase Candy Company, 3301 West Franklin Street, Chicago 24, Ill.

Cadbury-Fry America, Inc., 261 Broadway, New York

Candy Crafters, Inc., Stewart and Union Avenues, Lansdowne, Pa.—Chewing gum, Licorice "Sweeties"

Candymasters, Inc.—3-5 North 15th Street, Minneapolis 3, Minn.

Cardinet Candy Company, 2172 Market Street, Oakland, Cal.

Charms, Inc., 601 Bangs Avenue, Asbury Park, N. J.

Chunk-E-Nut Products Company, 231 North 2nd Street, Philadelphia, Pa.

Cook Chocolate Company, 4825 South Rockwell Street, Chicago 32, Ill.

Curtiss Candy Company, 1101 West Belmont Street, Chicago 13, Ill.

Dennis Candy Factory, Inc., 793 Monroe Avenue, Rochester, N. Y.—Candy kisses, jellies, pops

F and F Laboratories, 3501 West 48th Street, Chicago 32, Ill.

Ferrara Candy Co., 2200 W. Taylor Street, Chicago, Ill.

Fisher Nut and Chocolate Company, 2327 Wycliff Street, St. Paul 4, Minn.

D. Goldenberg, Inc., 161 West Wyoming Avenue, Philadelphia 40, Pa.

Adolph Goldmark & Sons, 467 Greenwich Street, New York, N. Y.—"Terrys," "Assorted Pastilles"

Henry Heide, Inc., 313 Hudson Street, New York

Hershey Chocolate Corporation, Hershey, Pa.

Hollywood Candy Company, Chestnut and Calumet, Centralia, Ill.

Walter H. Johnson Candy Company, 4500 West Belmont Avenue, Chicago, Ill.

Robert A. Johnston Company, 4033 West National Avenue, Milwaukee 1, Wis.

Kelling Nut Co., 2800 Belmont, Chicago, Ill.

Kimbell Candy Company, 6546 West Belmont Avenue, Chicago, Ill.

Kraft Foods Company, 500 Peshtigo Court, Chicago 11, Ill.

Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.

Switzer's IS NATIONALLY ADVERTISED IN LIFE MAGAZINE

THE 12 COUNT SHIPPING CONTAINER ITSELF MAKES THIS COLORFUL DISPLAY

Switzer's
LICORICE
CALORIE CONSCIOUS?
Switzer's Old Fashioned LICORICE

CALORIE CONSCIOUS ?

SIMPLE TO OPEN
QUICK TO SET UP
also sold in 5¢ and 10¢ bars and
6-BAR TAKE HOME PACKAGE

Switzer's Old Fashioned LICORICE

## NAC Convention Plans Feature "Idea-O-Rama"

CHICAGO—Changing its meeting format completely, the National Association of Concessionaires will pioneer an "Idea O-Rama" for its 1957 convention, to be held Nov. 20-23 in the Hotel Americana, Miami Beach, according to general program chairman James O. Hoover, Martin Theatres, Columbus, Ga. The new technique will utilize the "brainstorming" of ideas by getting all those attending to participate, rather than just a panel of speakers.

The program calls for three days of meetings by three separate segments of the NAC, theatre-concession and automatic merchandising operators; popcorn merchandisers; and jobber distributors. Included under the segment program of popcorn merchandisers will be popcorn processors, manufacturers and wholesale; jobber distributors; and brokers.

### Convention Trade Show Grows

CHICAGO—A total of 65 exhibitors by last fortnight had reserved 117 booths in the Concession-Vendo-O-Rama section of the Second Annual International Motion Picture Industry Trade Show, to be held in the Hotel Americana, Miami Beach, Nov. 20-23, according to NAC exhibit sales chairman Lester Grand, Confection Cabinet Corporation, Chicago. The show is jointly sponsored by the National Association of Concessionaires, Theatre Owners of America, and Theatre Equipment and Supply Manufacturers Association.

**R. A. Steiner has been named vice-president and director of sales and advertising for Helmco-Lacy, Colonel Herman E. Lacy, president, announced. Steiner has been associated with the firm for more than 17 years and has served as general sales manager, service manager, city sales manager, and has coordinated dealer advertising policies.**

### Canada Dry Reports Gains

NEW YORK—Canada Dry Ginger Ale, Inc., and its subsidiaries reached a record high in sales and established a 28 per cent increase in earnings for the nine months ended June 30, it was reported recently by R. W. Moore Sr., board chairman.

Net sales attained a high of $60,915,324, compared with $55,101,344 a year ago. Net income rose to $2,049,852, equivalent to 98 cents per common share after preferred stock dividends, compared with $1,599,227, or 75 cents a year ago.

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Life Savers Corporation, Port Chester, N. Y.—Candy, Life Savers
Lusk Candy Company, Davenport, Ia.—Lemon drops
McAfee Candy Company, Inc., Macon, Ga.
Mars, Inc., 2019 North Oak Park Avenue, Chicago 35, Ill.
Mason, Au and Magenheimer, P. O. Box 549, Mineola, L. I.
Melster Candies, Cambridge, Wis.
National Licorice Company, Bridge and John Streets, Brooklyn 1, N. Y.
Necco Sales Corporation, 245 Massachusetts Avenue, Cambridge, Mass.
NESTLE'S CHOCOLATE, 2 Williams Street, White Plains, N. Y.
Peter Paul, New Haven Road, Naugatuck, Conn.
Planters Nut and Chocolate Company, 632 South Main Street, Wilkes-Barre, Pa.
Quaker City Chocolate and Confectionery Company, 2136 Germantown Avenue, Philadelphia, Pa.
Queen Anne Candy Company, 604 Hoffman Street, Hammond, Ind.
Reed Candy Company, 1245 Fletcher Street, Chicago—Butter Scotch rolls, Chocolate rolls, Orange rolls
Reese Peanut Butter Corp., Hershey, Pa.
Thomas D. Richardson Company, Atlantic and I Streets, Philadelphia, Pa.—Candy mints
Joseph A. Riggie Candy Company, 3704 West North Avenue, Chicago, Ill.—Jordan almonds
Rockwood and Company, 88 Washington Avenue, Brooklyn, N. Y.
Schuler Chocolates, Inc., 1000 West Fifth Street, Winona, Minn.
Sperry Candy Company, 133 West Pittsburgh Avenue, Milwaukee 4, Wis.—"Chicken Dinner," "Denver Sandwich"
Squirrel Brand Company, 10-12 Boardman Street, Cambridge, Mass.
Howard E. Stark, 181 North Broadway, Milwaukee 2, Wis.
Sweets Company of America, Inc., 1515 Willow Avenue, Hoboken, N. J.—Candy, Tootsie Fudge, Tootsie Rolls
SWITZER'S LICORICE COMPANY, 612 North First Street, St. Louis 2, Mo.
Terry Candy Company, 963 Newark Avenue, Elizabeth, N. J.
Van Houton & Zoon, 537 Greenwich St., New York, N. Y.
James O. Welch Company, 810 Main Street, Cambridge, Mass.
Wilbur-Suchard Chocolate Company, 48 North Broad Street, Lititz, Pa.
Williamson Candy Company, 4701 Armitage Avenue, Chicago 39, Ill.
York Caramel, Box 1147, York, Pa.
George Zeigler Company, 408 West Florida Street, Milwaukee 4, Wis.

### DRINK DISPENSERS, FOUNTAIN, BOTTLE, CUP

AUTOMATIC PRODUCTS COMPANY (APCO), 1740 Broadway, New York—Beverage dispenser
Automatic Syrup Company, 46-07 Vernon Boulevard, Long Island City, N. Y.—Vending machines
Bastian-Blessing, 4201 West Peterson Avenue, Chicago 30, Ill.—Soda fountain, carbonators, luncheonette units
H. A. Bruntjen Co., 1645 Hennepin, Minneapolis, Minn.—"Mist Master" drink dispenser
C. G. Bradley and Son, 431 North Franklin Street, Syracuse, N. Y.—Cup beverage vending machines
C. T. C. Mfg. Co., 11936 Valerio Street, N. Hollywood, Cal.—"Whirlpool Jr." beverage dispenser
Carbonaire, Inc., 114 Fern Avenue, San Francisco, Cal.—Drink dispensing equipment
Carbonic Dispenser Company, Canfield, O.—"Sodamaster" dispenser
Club Bar, 141 E. 44th St., New York, N. Y.
Coan Manufacturing Company, 2070 Helena, Madison, Wis.—Super vend dispenser
Cole Products Company, 39 South LaSalle Street, Chicago, Ill.—Beverage vendors.

popsit plus!

get the PLUS
• • • • • • • •
that only

popsit plus!

liquid popping oil offers!

rich butterlike flavor for your popcorn!

PLUS
all these other advantages:
- golden color
- appetizing aroma
- fewer duds
- less cost per bag
- all-weather pouring
- measures accurately—no waste
- stores easily—no fire hazard

by the Popping Oil Specialists
To The Nation
Simonin, Philadelphia 34, Pa.

# Hollywood Brands Launches Promotion

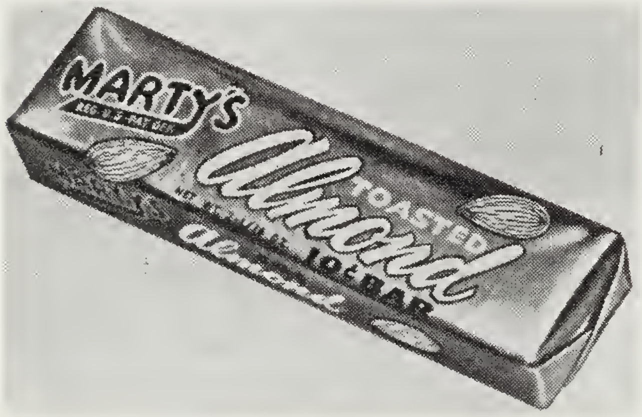
CENTRALIA, ILL. — Hollywood Brands, Inc., has planned an elaborate promotion to prepare for entry into the New York City market with its complete line of candy bars.

Currently maintaining extensive TV advertising throughout the country, Hollywood's new campaign includes saturation on WABC-TV, Channel 7. This schedule consists of a large number of 60-second spots daily, within or adjacent to some of TV's high rating children's and teenagers' shows. As an added attraction, a Rocket-Gyro premium offer will be made through the TV spots. The program is claimed to be one of the strongest candy bar promotions ever to reach the New York market.

Five top-notch merchandising crews were slated to cover all New York boroughs and the outlying area in an 85-mile radius, to help dealers with displays and to provide general merchandising service.

●

One of Hollywood's products included in the promotion is a new candy bar, Marty's Almond Bar, which is described by president F. A. Martoccio as "the finest ever produced by this company." Retailing at 10 cents, the item has a center of "very special" nougat and toasted almonds, enclosed in a rich milk coating.



MARTY'S ALMOND BAR

Martoccio says that the Almond Bar meets theatre demands for a "super quality" 10-cent candy bar. It is made only in the 10 cent size.

## Market Guide—*(Cont'd)*

**Drinkolator Corporation**, 3700 Oakwood Avenue, Youngstown, O.—Beverage dispenser

**Everfrost Sales, Inc.**, 14815 South Broadway, Gardena, Cal.—"Everfrost" soda bar

**Frigidrink Corporation**, 235 East 42nd Street, New York—Drink dispenser agent

**Helmco-Lacy, Inc.**, 1215 West Fullerton Avenue, Chicago, Ill.—Soda fountain and refrigeration equipment

**Hudson Soda Fountain and Refrigeration Company**, Arlington, N. J.—Soda fountains

**Hydro-Silica Corporation**, Flora Dale, Pa.—Cold vendors, bottle

**W. Kestenbaum, Inc.**, 1790 First Avenue, New York—Dispenser

**Knickerbocker Beverage Dispensers, Inc.**, 453 Sixth Avenue, New York—Drink dispensers

**The Liquid Carbonic Corporation**, 3110 South Keczie Avenue, Chicago, Ill.—Soda fountains

**Lyon Industries**, 373 4th Avenue, New York 16, N. Y.—Coin operated beverage dispenser

**Majestic Enterprises, Inc.**, 959 Crenshaw Boulevard, Los Angeles, Cal.—Dispenser

**Manley, Inc.**, 1920 Wyandotte Street, Kansas City, Mo.—"Ice-O-Bar" drink dispenser

**Mighty Midget Manufacturing Corporation**, 4215 North Seventh Street, Phoenix, Ariz.—Drink dispenser

**Milk-O-Mat Corporation**, 500 Fifth Avenue, New York—Cup dairy drink

**Miller & Carrell Mfg. Co.**, 1215 12th Street, Denver, Colo.—"Speedster" hot choc. dispenser

**Mills Industries**, 4100 Fullerton Avenue, Chicago, Ill.—Beverage vendor

**Modern Refreshers, Inc.**, 55 East Washington Street, Chicago, Ill.—Dispenser

**Multiplex Faucet Company**, 4319-25 Duncan Avenue, St. Louis, Mo.—Beverage dispenser

**NATIONAL THEATRE SUPPLY**, 92 Gold Street, New York 7, N. Y.—Beverage dispensers

**ROWE MFG. CO., INC.**, 31 E. 17th St., N.Y., N.Y.—Beverage Dispenser

**S and S Products Company**, P. O. Box 1047, Lima, O.—Cold vendor, bottle

**Selmix Dispensers, Inc.**, 28-25 Borden Avenue, Long Island City 1, N. Y.—Beverage dispenser

**Smith-Werner Company**, 610 Santa Fe Drive, Denver, Colo.—Portable soda fountain

**Spacarb, Inc.**, Stamford, Conn.—Cold vendors, cup (automatic)

**Superior Refrigerator Company**, 1606 Pine Street, St. Louis 3, Mo.—Beverage dispenser

**Telecoin Corporation**, 12 East 44th Street, New York—Drink dispensers

**Vendolator Manufacturing Company**, P. O. Box 1586, Fresno, Cal.—Cold vendors, bottle milk

**John W. Young Foundation**, 29 Fairway Drive, Barrington, R. I.—Hydro-jet cup vending machine

### FOOD GRILLS, EQUIPMENT

**Bakers Pride Oven Co.**, 1641 E. 233 Street, New York 66, N. Y.—Pizza ovens

**Bell Engineering Co.**, 55 Munroe Street, Lynn, Mass.—Bar-B-Cutie barbeque

**Broil-Quick Appliance Corp.**, 615 W. 131st St., N. Y. 27, N. Y.—Infra-red frankfurter grill

**Burger-Mat Corp.**, 341 39th Street, Brooklyn, N. Y.—Hamburger equipment

**J. J. Connolly, Inc.**, 457 West 40th Street, New York 18, N. Y.—Automatic frankfurter—Roll-A-Grill

**Dalason Prods. Co.**, 835 W. Madison, Chicago, Ill.—Bar-B-Frank hot dog machine

**Garvis Manufacturing Company**, 210 Court Street, Des Moines, Ia.—Hot dog bun warmer

**General Mfg. Co.**, 1209 Castle St., Dallas, Texas

**Greer Enterprises, Inc.**, 281 N. Grant Avenue, Columbus, O.—"Glenray" hot dog machine

**Haruk Mfg. Co.**, 154 Nassau Street, New York 38, N. Y.—Pizza ovens

**Helmco Mfg. Co.**, 1215 W Fullerton, Chicago, Ill.

**Charles E. Hires Co.**, 206 S. 24th Street, Philadelphia, Pa.—"Snak-Bar" hot dog grill and beverage server

**Hollywood Servemaster**, 114 W. 18th Street, Kansas City 8, Mo.—"Roto-Grill" hot dog machine

**Hot Point (Div. of General Electric)**, 227 South Sealey, Chicago, Ill.—Food preparation equipment

**Manley, Inc.**, 1920 Wyandotte Street, Kansas City, Mo.—"Frank-Bank" hot dog cooker and server

**Nu-matic Machines Co.**, 250 W. 57th Street, New York, N. Y.—Automatic hot dog dispenser

**Original Crispy Pizza Crust Co.**, 1852 Bronxdale Avenue, New York 62, N. Y.—Pizza ovens

**Prince Castle Sales Co.**, 121 W. Wacker Drive, Chicago, Ill.—Bar-B-Que preparation equipment

**Savon Co.**, 286 Pennsylvania Avenue, Paterson, N. J.—Pizza pie ovens

**Star Manufacturing Company**, 6300 St. Louis Avenue, St. Louis, Mo.—Food equipment

**Toastmaster Prods. div., McGraw Electric Co.**, Elgin, Ill.—Hot food servers, toasters, food preparation equipment

### FOODS, PREPARED

**Armour and Company**, Union Stockyards, Chicago, Ill.—Frankfurters

**Castleberry's Food Company**, P. O. Box 1010, Augusta, Ga.—Bar-B-Que, chili, canned, prepared

**Flavo-Rite Food, Inc.**, 516 Westchester Avenue, Bronx, N. Y.—Egg, turkey and shrimp rolls

**Frozen Food Prods.**, 1735 Margaret Avenue, Altoona, Pa.—Frozen foods

**Hygrade Food Prods.**, 2811 Michigan Avenue, Detroit 16, Mich.—Frankfurters

**Oscar Mayer Co.**, 910 Mayer Avenue, Madison, Wis.—Frankfurters, cold meats

**Original Crispy Pizza Crust Co.**, 1852 Bronxdale Avenue, New York 62, N. Y.—Pizza pie

**Pizza Enterprises, Inc.**, 420 75th Street, North Bergen, N. J.—Pizza pie

**Smithfield Ham Prods. Co.**, Smithfield 8, Va.—"James River Brand" meat barbecues and sauces

**Swift and Company**, Union Stockyards, Chicago, Ill.—Frankfurters

**Tolona Pizza Pie Prods., Inc.**, 401 S. Cicero Avenue, Chicago 44, Ill.—Pizza products

### FRUIT JUICE DRINKS

**American Citrus Corporation**, 333 North Michigan Avenue, Chicago, Ill.—Del juice vendor

**California Fruit Chimes Company**, 325 South Mission Drive, San Gabriel, Cal.

**Green Spot, Inc.**, 1501 Beverly Boulevard, Los Angeles, Cal.—Orange juice concentrate and automatic dispensers

**Hamilton Beach Company, Division of Scovill Manufacturing Company**, Racine, Wis.—Fresh fruit juice drinks

**Juice Bar Sales Corporation**, 12 East 44th Street, New York—Juice dispenser

**Metal Products Company**, 1135 Third Street, Oakland, Cal.—Can juice vendor

**Snively Vending and Sales Company**, Winter Haven, Fla.—Cup juice vendor

**Sunkist Growers, Inc.**, 707 West Fifth Street, Los Angeles 13, Cal.

### GUM

**American Chicle Company**, Thompson Avenue, Long Island City, N. Y.

**Beech-Nut Packing**, 10 East 40th Street, New York, N. Y.

**Bowman Gum, Inc.**, 4865 Stenton Avenue, Philadelphia, Pa.

**Frank H. Fleer Corporation**, 10th and Somerville, Philadelphia, Pa.

**Leaf Brands, Inc.**, 115 North Cicero, Chicago, Ill.

**William Wrigley, Jr., Company**, 410 North Michigan Avenue, Chicago, Ill.—Package gum

### ICE CREAM, MANUFACTURERS, EQUIPMENT, VENDORS

**Afco, Inc.**, 432 Alandale Avenue, Los Angeles, Cal.—Ice cream vendor

**Arctic Vendor Sales Corporation**, Appleton, Wis.—Ice cream vendor

**Atlas Tool and Manufacturing Company**, 5147 Natural Bridge Avenue, St. Louis, Mo.—Ice cream vendors

**Badger Vending Machine Company**, 710 North Plankington, Milwaukee, Wis.—Cup ice cream vendor

**Beatrice Foods**, 120 South LaSalle Street, Chicago, Ill.—Ice cream, milk, butter

**The Borden Company**, 350 Madison Avenue, New York—Ice cream

**Craig Machine Company**, Danvers, Mass.—Ice cream vendor

**Dari-Delite Corporation**, 1624 4th Avenue, Rock Island, Ill.—Soft ice cream

**De Cicco's Bon Bon Corporation**, 451 North Rodeo Drive, Beverly Hills, Cal.—Chocolate covered ice cream bon bons

"Successful Sam the drive-in man is as stubborn as they come
Only Simplex Speakers will he use—and say, he's not so dumb
They're weatherproof and tamper proof and will, without exception
Deliver to each patron's car the finest sound reception!"

Simplex
MOVIES ARE

**Simplex®**

## IN·A·CAR SPEAKERS

*Economically Priced!*

Manufactured by
INTERNATIONAL PROJECTOR
DIVISION OF SIMPLEX EQUIPMENT CORPORATION
Distributed by
NATIONAL THEATRE SUPPLY COMPANY

SUBSIDIARIES OF GENERAL PRECISION EQUIPMENT CORPORATION

GPE

## Market Guide—(Cont'd)

Dresko Machine Corporation, 5629 North Central Avenue, Chicago, Ill.—Ice cream vendors

Eastern Engineering and Sales, Inc., Commercial Trust Building, Philadelphia, Pa.—Kenco ice cream vendor

Emery Thompson Machine and Supply Company, 1349 Inwood Avenue, New York 52, N. Y.—Ice cream and custard machine

Freeze King Corporation, 2518 West Montrose Avenue, Chicago, Ill.—Ice cream custard machine

Frosti-Server, 1833 Pacific Highway, San Diego, Cal.—Ice cream vendor

General Equipment Sales Company, 814 South West Street, Indianapolis, Ind.—Ice cream and custard machine, Sani-Serv self ice cream freezer

Fred Hebel Corp., Addison, Ill.—Automatic coin ice cream vendor

Ice Creamolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Ice cream dispenser

Jordon Refrigerator Company, 58th and Grays Avenue, Philadelphia, Pa.—Cabinets and storage dispensers

Joe Lowe, Inc., 621 West 26th Street, New York—"Frozen On-A-Stick Confections"

Mills Industries, Inc., 4100 Fullerton Avenue, Chicago 39, Ill.—Freezers

Multiple Products Company, 5210 Bonita, Dallas 6, Tex.—Snow Cone machine

National Market Equip. Co., 25531 DeQuindre, Royal Oak, Mich.—Ice cream freezers and ice cream novelty cases

Philadelphia Dairy Products Company, Inc., Fourth and Poplar Streets, Philadelphia, Pa. —Aristocrat ice cream

Port Morris Machine and Tool Company, 208 East 135th Street, New York—Soft ice cream and custard machine

Supurdisplay, Inc., 1324 West Wisconsin Avenue, Milwaukee, Wis.—"Coldisplay" ice cream merchandiser

Sweden Freezer Manufacturing Company, Department F-13-PR, Seattle 99, Wash.—Ice cream and frozen custard fountain freezer

Swift and Company, Union Stockyards, Chicago, Ill.—Ice cream

Tekni-Craft, Rockton, Ill.—Ice cream and custard machine

West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Self-service ice cream merchandiser

### PAPER CONTAINERS—CUPS

Continental Can Co., 349 Oraton Street, Newark, N. J.

Dixie Cup Company, 24th and Dixie Avenue, Easton, Pa.

Hi-Land Paper Company, 274 Madison Avenue, New York

Lily-Tulip Cup Corporation, Chanin Building, 122 East 42nd Street, New York

Maryland Cup Co., 1100 S. Eutaw Street, Baltimore 30, Md.

U. S. Envelope Company, 68 Prescott, Worcester 5, Mass.

### POPCORN BAGS AND BOXES

Andre Paper Box Company, San Francisco, Cal. —Popcorn containers

Grand Bag and Paper Company, Inc., Ossining, N. Y.—Noiseless popcorn bags and others

Manley, Inc., 1920 Wyandotte Street, Kansas City, Mo.

Prunty Seed and Grain Company, 620 West Second Street, St. Louis, Mo.—Noiseless popcorn bags

Rex Paper Products Company, 21-09 Borden Avenue, Long Island City, N. Y.—Popcorn bags, noiseless, m. g., glassine, hot dog bags, sandwich bags, French Fry bags, Pizza Pie bags, egg roll bags, pillow type bags, peanut bags, foil bags for hot buttered corn, duplex bulk bags for prepopped corn

Rockford Paper Mills, 33 South LaSalle Street, Chicago, Ill.—Popcorn boxes

Superdisplay, Inc., Specialty division, 1324 West Wisconsin Avenue, Milwaukee, Wis.—Popcorn boxes, buttercup containers

### POPCORN OILS

Arlington Edible Oil Products, 38 Yetten Terrace, Boston, Mass.

Best Foods, Inc., 1 East 42nd Street, New York

Capital City Products, West First and Perry, Columbus, O.

Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn.

E. F. Drew and Company, Inc., New York 10, N. Y.—Tastee-Pop coconut oil bar seasoning

C. F. SIMONIN AND SONS, Belgrade and Tioga Streets, Philadelphia, Pa.—Popsit Plus, Seazo oils

### POPCORN, POPCORN EQUIPMENT

American Popcorn Company, Sioux City, Ia.—Popcorn vending equipment, raw popcorn

AUTOMATIC PRODUCTS COMPANY, 250 West 57th Street, New York—Butter dispenser

Blevins Popcorn Company, P. O. Box 278, Nashville 2, Tenn.

Bonanza, Inc., 2980 West Pico Boulevard, Los Angeles, Cal.—Popcorn vending machines

Central Popcorn Company, Schaller, Ia.—Popcorn

C. Cretors and Company, 630 West Cermak Road, Chicago, Ill.—Popcorn equipment, butter dispenser

Dairy Service Company, 100 East Main Street, Menomonee, Wis.—Butter dispenser

Albert Dickenson Co., 2750 W. 35th Street, Chicago, Ill.

DMC Corporation, States Distributors, 1624 Harmon Place, Minneapolis, Minn.—Popcorn machine, automatic

G.H.R. Enterprises, Inc., 12017½ Vose Street, N. Hollywood, Cal.—"Viscount," Viking popcorn machines

J. A. McCarty Seed Company, 526 Northwest Fourth Street, Evansville 10, Ind.

Manley, Inc., 1920 Wyandotte Street, Kansas City, Mo.—Vending equipment and popcorn machines and supplies

NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Popcorn equipment and supplies

Phenix Food Co., 460 E. Illinois Ave., Chicago, Ill.

Poppers Supply Company, 1211 North Second Street, Philadelphia, Pa.—Popcorn supplies

Savoral Co., Popcorn Bldg., Nashville, Tenn.—Seasoning

Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis, Mo.—Popcorn machines, food equipment

Supurdisplay, Inc., Wisconsin Tower building, Milwaukee, Wis.—Butter dispenser

West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Butter dispenser

Wyandotte Popcorn Company, Marion, O.—Popcorn

Y & Y Popcorn Supply Company, 256 North 13th Street, Philadelphia, Pa.—Popcorn and supplies

### PORTABLE VENDING EQUIPMENT

Acton Manufacturing Company, 605 South Summit Street, Arkansas City, Kans.—Refreshment vending cart, portable coolers

Atlas Body Corporation, 4150 East Thompson Street, Philadelphia, Pa.—ABC Vendmobile, steamer grill for hot dogs, heat popcorn, insulated section for ice cream

Coan Manufacturing Company, 2070-2084 Helena Street, Madison 4, Wis.—U-Select-It vendors, candy, food and cigarettes; Super-Vend cold cup drink dispenser

DMC Corporation, distributed by All States Distributors, Inc., 1624 Harmon Place, Minneapolis, Minn.—"Pop Corn Shop" automatic popcorn machine

FOOD-MOBILE, 240 S. Harrison St., East Orange, N. J.—Portable vending cart

Drive-In Theatre Manufacturing Company, 729 Baltimore Avenue, Kansas City 6, Mo.—Portable vending carts

Kneisley Electric Company, 2501 La Grange, Toledo 3, O.—Portable dispenser

Tol-Pak Company, 416 South Sixth Street, St. Louis, Mo.—Beverage dispenser

Walky Service Company, Schweiter building, Wichita, Kans.

### VENDING MACHINES (CANDY)

Belvend Company, 122 South Michigan Avenue, Chicago, Ill.

DuGrenier, Arthur H., Inc., 15 Hale Street, Haverhill, Mass.

Mills Automatic Merchandising Company, 21-30 44th Road, Long Island City, N. Y.—Vending machine manufacturing

Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.

National Vendors, Inc., 5055 Natural Bridge Road, St. Louis, Mo.

ROWE MANUFACTURING CO., INC., 31 E. 17th St., N. Y. N. Y.

Stoner Manufacturing Company, 328 Gale Street, Aurora, Ill.

### MISCELLANEOUS

ABC Vending Corporation, 259 West 14th Street, New York—Theatre refreshment service

American Gas Machine Co., 505 Front Street, Albert Lea, Minn.—Scotsman ice machine

BERLO VENDING COMPANY, 333 South Broad Street, Philadelphia, Pa.—Theatre concession service

Columbus Showcase Company, 850 West Fifth Avenue, Columbus 8, O.—Showcases—candy stands

General Mfg. Co., 1209 Castle, Dallas, Tex.—Cafeteria units

Gold Medal Products Company, 318 East Third Street, Cincinnati, O.—Popcorn and concession supplies

Manley, Inc., 1920 Wyandotte, Kansas City, Mo.—Drive-in cafeteria concession stand

Mills Industries, Inc., 4100 Fullerton Avenue, Chicago, Ill.—Candy bar machine, cigarette machine, cold vendors, scales, bottles

NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Concession equipment, chili con carne

ROWE MANUFACTURING COMPANY, INC., 31 East 17th Street, New York, N. Y.—Candy bar machines, ice cream vendors

Savon Co., 286 Pennsylvania Avenue, Paterson, N. J.—"Star" complete serving cafeteria unit

Speed Scoop, 109 Thornton Avenue, San Francisco 24, Cal.—Popcorn scoop

Sportservice, Inc., Sportservice Building, Buffalo, N. Y.—Theatre refreshment service

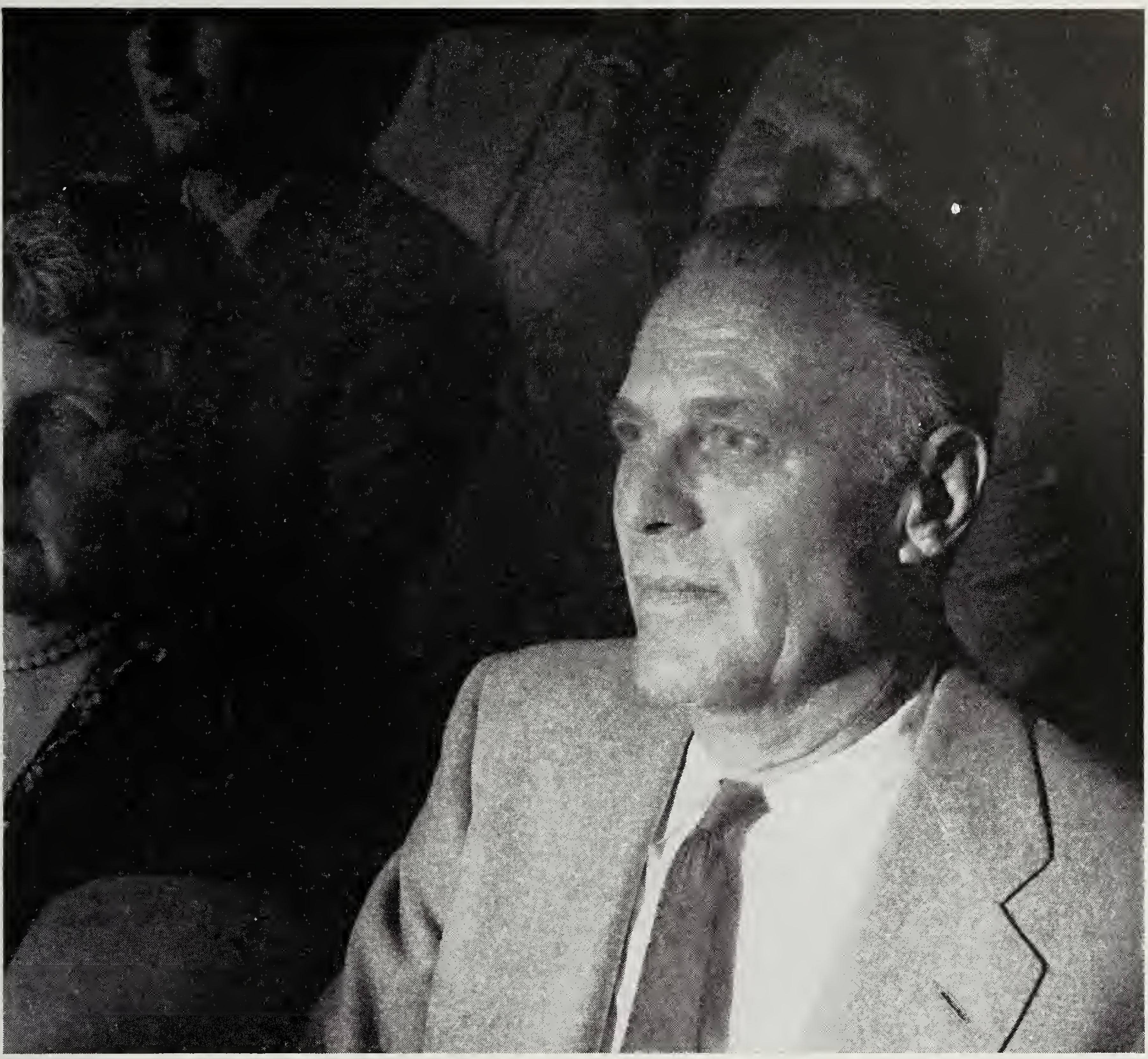
Steel Prods. Co., Cedar Rapids, Iowa—E-Z Way coffee maker

Supurdisplay, Inc., Specialty division, 1324 West Wisconsin Avenue, Milwaukee, Wis.—Refreshment equipment and accessories

Tyson-Caffey, 8 Briar Road, Wayne, Pa.—Carry-out beverage tray

United States Vending Machine Corp., 4300 N. Carlisle St., Philadelphia, Pa.—Coin-operated hot dog dispenser

Vacuum Can Company, 25 South Hoyne Avenue, Chicago, Ill—Portable beverage dispenser



**MR. EXHIBITOR:**

# Whether you know it or not he's judging the light on your screen

Today's movie-goer is light-conscious. Without realizing it he compares your picture with what he sees on other screens—with what he's heard about advances in color, wide screens and life-like projection. Your customers expect the best.

"National" Projector Carbons meet today's demand for bright light at minimum cost to exhibitors. Here, for example, are four "National" carbons offered in the past few years that provide as much as 20% more light with up to 25% slower burning:

- **"Suprex" 7mm Carbon**
- **"Suprex" 8mm Carbon**
- **10mm High Intensity Carbon**
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*meet the demand for more and more light.*

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The terms "National", "Suprex" and "Union Carbide" are trade-marks of Union Carbide Corporation

**NATIONAL CARBON COMPANY** • **Division of Union Carbide Corporation** • ***30 East 42nd Street, New York 17, N.Y.***

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## MagOptical Prints Available From 20th-Fox

NEW YORK—Reaffirming his long-standing contention that stereophonic sound is an integral part of CinemaScope projection and that its wide-spread use is vital to the future prosperity of the industry, 20th-Fox president Spyros P. Skouras recently announced that MagOptical prints are now being made available on all current and future CinemaScope productions. MagOptical prints enable an exhibitor to project from the same print CinemaScope productions in either four-track magnetic stereophonic sound or in single track photographic sound.

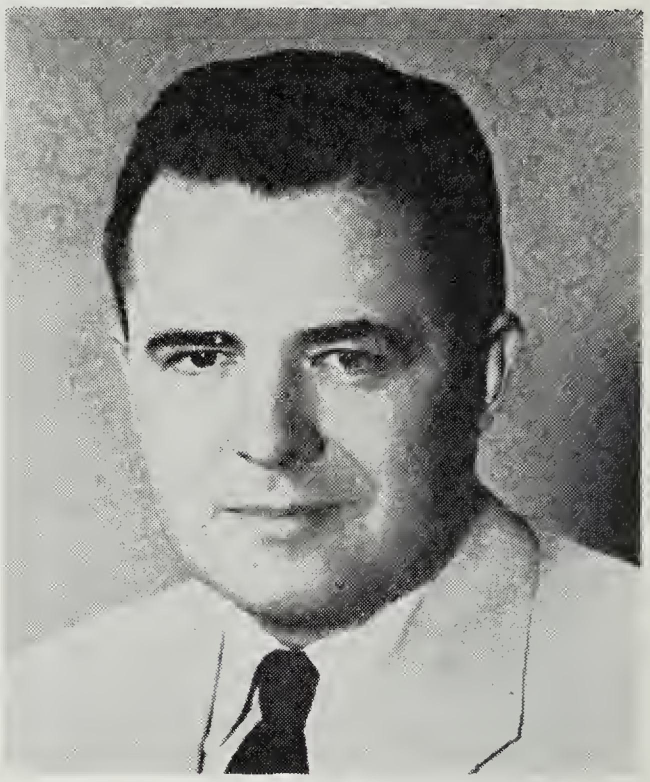
At the same time, Skouras reported that stereophonic sound will be emphasized in all forthcoming 20th-Fox advertising to impress upon the public the ability of the local exhibitor to provide the most modern form of film entertainment.

The development of the MagOptical print will permit the many exhibitors who have installed stereophonic equipment to show CinemaScope attractions to their best advantage and will eliminate the scarcity of four-track prints which may have existed in the past. The film executive also believes that this ready availability of MagOptical prints augmented by the growing resurgence of interest in four-track magnetic sound projection will stimulate those exhibitors who are not equipped to do so immediately.

Twentieth-Fox has published a special manual providing a simplified explanation of MagOptical prints, describing the proper use of the prints in sound reproduction and CinemaScope projection, and outlining the approximate cost of revising equipment to accommodate the prints.

Prepared by Earl I. Sponable, director of research and development department; Herbert Bragg, assistant research director: and Lorin D. Grignon, studio sound research department, the manual will be distributed free of charge by branch offices.

## National Carbon Names New Products Manager



C. E. FORD

NEW YORK—C. E. Ford has been named to the newly-created position of new products marketing manager by National Carbon Company, Division of Union Carbide Corporation.

In making the announcement, C. J. Chapman, director of marketing for industrial products, explained that the organization to be headed by Ford will be responsible for developing industrial markets for the products coming out of the research and development laboratories of the company, and for keeping in close touch with industry in an effort to anticipate the demands for new products created by advancing technology.

Strong Electric is one of the pioneer manufacturers of theatre equipment, and manufactures a complete line of projection arc lamps, rectifiers, and reflectors.

### Friend Or Foe?

*(Continued from page PE-6)*

**Telemeter-equipped TV set. Or, when the baby sitter fails to show up, for example, the exhibitor does not necessarily lose the customer—who can still see the movie, AND PAY FOR IT, in his living room.**

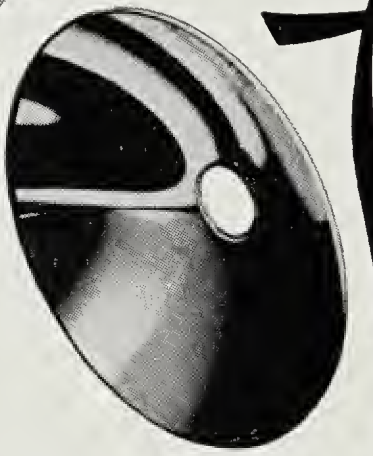
•

The cost of the Telemeter device for each home in which it is installed amounts to approximately $100, including wiring, installation, and a prorated share of the studio cost, none of which would be billed to the consumer. However, it was said that a minimum monthly charge of three to four dollars per installation was being contemplated.

It was pointed out further that Telemeter can work by closed circuit or air link, with the result that the company can move in either direction, depending on the outcome of the FCC consideration of the latter method. The closed circuit system now being set up, it was said, could be promptly integrated into any later FCC-approved pay-TV broadcast.

•

Until the Telemeter operation is underway, it will be difficult for any exhibitor to determine whether it is to his benefit or detriment, whether it will improve income from the physical theatre itself or negate its usefulness. Until the character of public reaction is firmly established, the system must remain a strange new force, the friendliness of which must be constantly questioned.



A MOST
Profitable Investment

Since the only light which can reach your screen must be reflected to it by the lamphouse mirror, the brilliancy of your projected pictures is dependent directly upon the condition of that reflector.

All reflectors gradually deteriorate. A drop of only 10% in reflective efficiency results in a 10% decrease in screen brilliancy and represents a loss amounting to 10% of the cost of your current and carbons. Hence, the cost of regular mirror replacement is truly insignificant.

Silvered glass mirrors reflect maximum light with a minimum of heat at the aperture.

Genuine National Precision Glass Reflectors are available for all types and makes of arc lamps.

N.T.S DISTRIBUTED BY NATIONAL THEATRE SUPPLY COMPANY
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Consistent
Maximum
Light
at
Greater
Economy

DIAMOND
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CARBONS
70 PINE STREET • NEW YORK 5, N. Y.

## Strong-McAuley Merger Announced

TOLEDO, O. — J. E. McAuley Company, Chicago, is being consolidated with the Strong Electric Corporation, Toledo, in a move designed to place under one direct management all of the motion picture arc lamp manufacturing facilities of General Precision Equipment Corporation.

The announcement, made last fortnight by Arthur J. Hatch, president, Strong Electric, also stated that, for the immediate future, Strong will furnish to the trade the well known McAuley products, Hycandescent and Peerless Magnarc projection arc lamps. Replacement parts for McAuley lamps will continue to be received at the Chicago McAuley plant.

Strong Electric is one of the pioneer manufacturers of theatre equipment.

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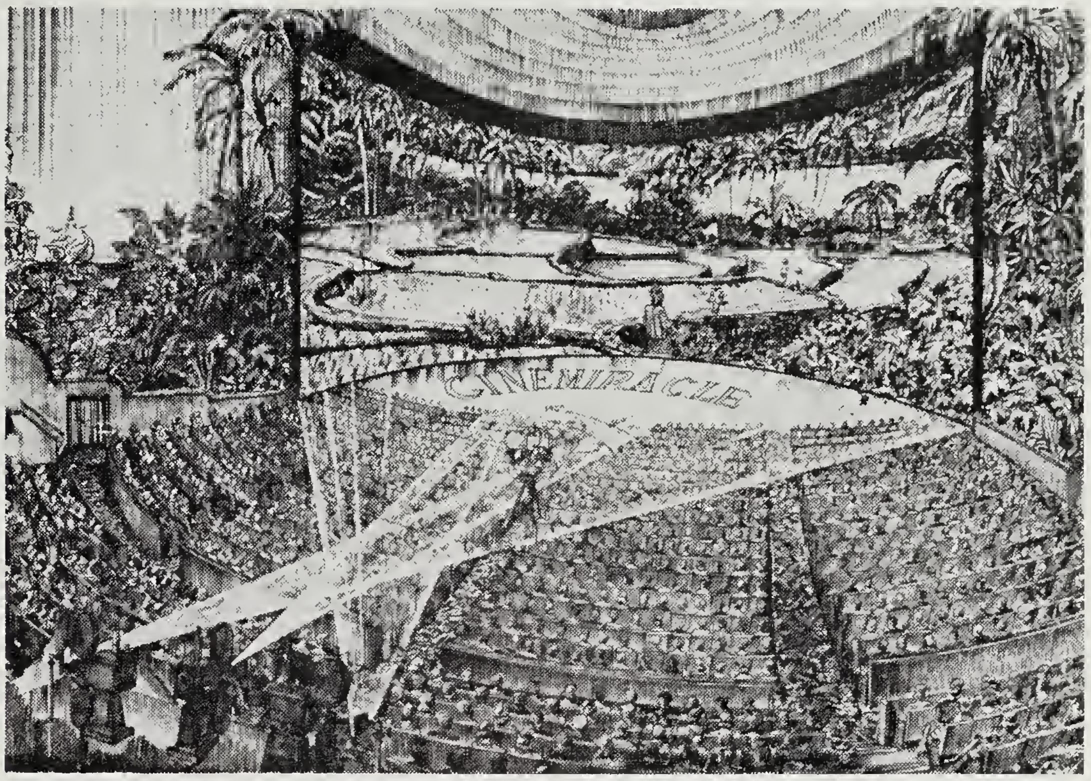
### NTS Supplies Equipment For "80 Days" 35mm Show

ASBURY PARK, N. J. — When Michael Todd demonstrated his 35mm version of "Around the World in 80 Days" in the Paramount here last fortnight, the 100-odd exhibitors present were advised that the projection and sound equipment was provided by National Theatre Supply.

Projection and sound units featured in the demonstration included the Simplex XL mechanism with water cooled, curved gate; Simplex XL 2000-foot magazines; Simplex LL heavy duty pedestals; National Exlite 135 arc lamps, with Balcold reflectors burning 11mm carbons at 120 amps; National Excelenium rectifiers; and Simplex XL 500 magnetic series type sound system, plus Walker Hi-Gain screen.

## Cinemiracle Ready To Bow



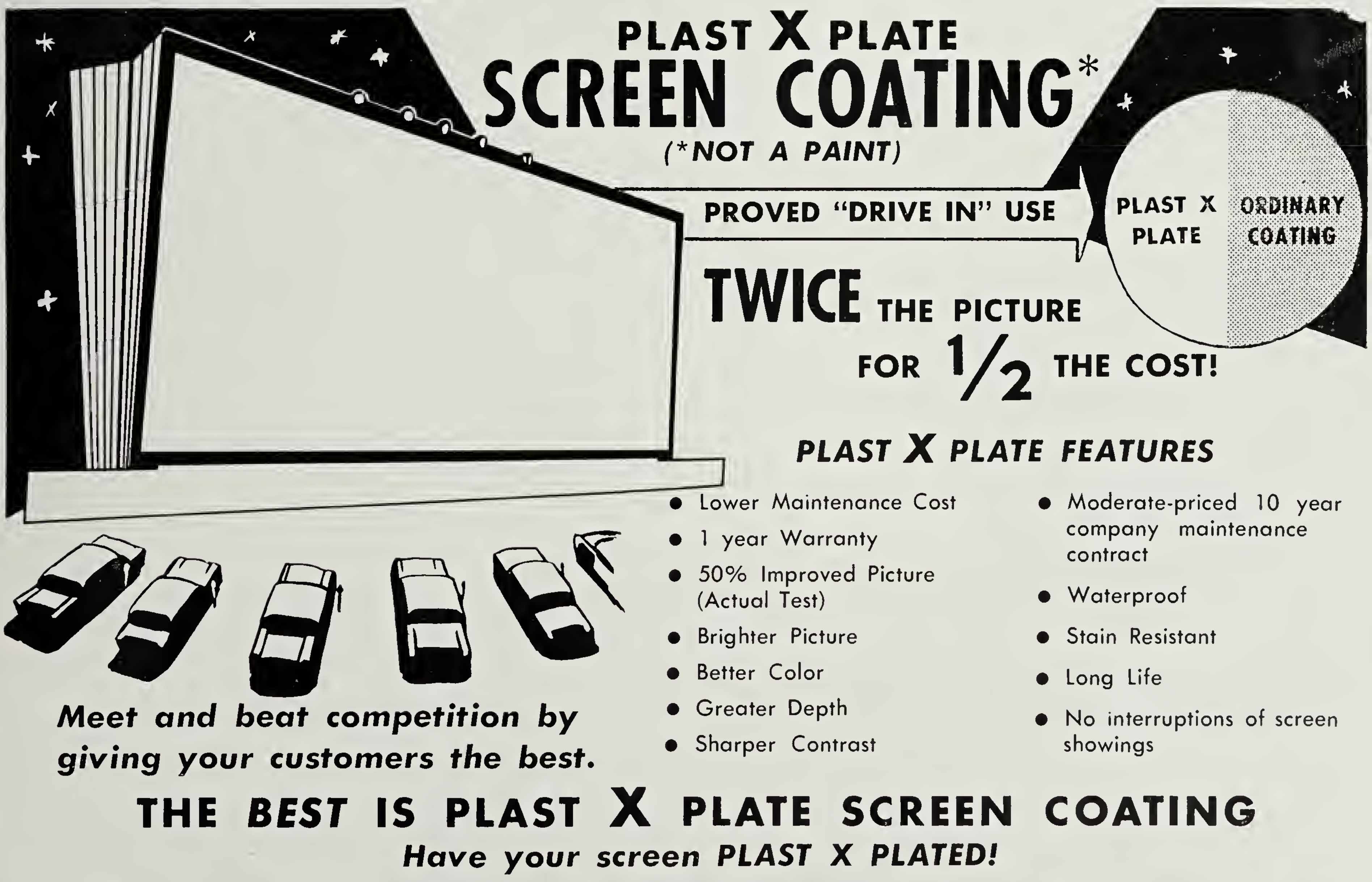
AN ARTIST'S VIEW OF CINEMIRACLE

FOR the first time, the new Cinemiracle cameras were viewed by the press last month at Grauman's Chinese Theatre in Los Angeles before a group of Fox West Coast Theatres managers and National Theatres stockholders.

The Cinemiracle cameras photograph, on three strips of film, a picture which makes possible the largest screen projection in motion picture history. Elmer C. Rhoden, president of National Theatres and the man behind Cinemiracle, hosted the group.

Cinemiracle is the newest and largest of wide screen motion picture systems that have been developed in recent years to meet demands for a "new look" in screen presentations. Louis de Rochemont's forthcoming production, "Cinemiracle Adventure," the first picture in the process, is nearing completion.

Reduced to simple terms, Cinemiracle employs a three-cameras-in-one photographic unit, and three projectors interlocked in a single projection booth. Each projector covers one third of the screen area, with the three panels, or picture segments, smoothly vignetted at the margins to create one elongated picture.


PLAST X PLATE
SCREEN COATING*
(*NOT A PAINT)

PROVED "DRIVE IN" USE

PLAST X PLATE | ORDINARY COATING

TWICE THE PICTURE FOR 1/2 THE COST!

PLAST X PLATE FEATURES

- Lower Maintenance Cost
- 1 year Warranty
- 50% Improved Picture (Actual Test)
- Brighter Picture
- Better Color
- Greater Depth
- Sharper Contrast
- Moderate-priced 10 year company maintenance contract
- Waterproof
- Stain Resistant
- Long Life
- No interruptions of screen showings

Meet and beat competition by giving your customers the best.

THE BEST IS PLAST X PLATE SCREEN COATING
Have your screen PLAST X PLATED!

For Further Information Write PLAST X PLATE CORPORATION 344 North Broad Street • Phila. 2, Pa. • RIttenhouse 6-4783

## Screens That Live

*(Continued from page PE-5)*

The Plast X Plate survey revealed that the screen tower is not a mere painting problem. The tower is a huge, one wall structure that moves with wind stress and temperature change much more than a house or building. Ordinary structures have one wall exposed to the weather, on one side only, are supported by the other three walls, and protected with a roof. However, the screen tower must stand up against these combined factors and absorb all of the differences in its joints. It is not a problem for a painter to handle. It takes the full resources of architectural engineering to know the physical needs of the tower; a close connection with chemical engineering to match the coating materials to those needs; and highly skilled workmen who accurately can devise a wide variety of applications.

**Shor's Ramona Drive-In, Hamilton, O., was another situation at which Plast X Plate treatment solved serious maintenance problems caused by back horizontal bracing which held water against sheathing. Painting was useless.**

### PROFESSIONAL KNOW-HOW

Within a few months after the tests began, Plast X Plate engineers had become screen tower specialists. They had analyzed structural problems and knew the points of danger. They agreed that Plast X Plate could solve the problems. The next step was to prove it. Model screen towers were built and treated with Plast X Plate and were exposed to all problem-causing elements. The result was a successful solution to the scores of screen tower problems. Plast X Plate was ready for the drive-in market.

### FREEZING DOLLARS IN MAINTENANCE

Every drive-in owner is familiar with rust stains, chipping, and peeling. Heretofore, when these enemies appeared, they have been discouraged temporarily with the application of another coat of paint. But what causes paint to discourage trouble only temporarily? Screen failures begin at the back of the screen tower regardless of whether it is made of wood, steel, transite, or other material. Cross bracing at the back forms a natural table on which water will rest, change to ice, thaw, and re-freeze, until the joint is forced open. No material has existed previously that could withstand this action. The joints not only hold water indefinitely, but also permit the water to filter through all of the horizontal joints, causing large areas of rust on the surface. Without correcting the trouble at the back of the screen tower, each coat of paint serves as a blotter, drawing the water through to cause chipping, peeling, and rust.

### GIANT SERVICE

Under one contract, a complete maintenance service is offered by Plast X Plate which takes over full responsibility for keeping the screen tower in first class condition. The maintenance contract provides that each year, from the date the screen is coated, the factory-trained crew will return to clean the screen thoroughly and check all joints. Meter readings, as well as visual checking, are kept on a progressive chart so that the screen tower is never rusted, stained, or dirty, and maintains a minimum of 90 per cent white reflectance. This giant service keeps the screen tower in excellent condition for the life of the contract.

### WHAT WILL THEY THINK OF NEXT?

The Plast X Plate material and equipment does not resemble anything the drive-in owner is likely to have seen before. Factory-trained, skilled crews will be located strategically throughout the country, equipped with a miniature plastic factory that moves automatically up and down and across the screen to transform the tower into a permanently attractive and valuable structure. The minature factory is mounted on a "swing stage," automatically controlled at variable speeds by lever. The workmen are seated on the swing stage and a central panel has receptacles for automatic spray units and rollers, hot plastic joint injection guns, high speed rotary disks, and surface grinding tools, including portable sand blasters. The swing, carrying its own direct control and eliminating tangling lines hanging down from the stage, provides maximum working efficiency.

## One Man's Problem Solved

**The Twin Drive-In at Cincinnati, owned by Rube Shor, typifies the screen tower problems faced by drive-in owners.**

**Within one year after the Twin was erected, rust began eating away at the joints. Special tapes were tried in an effort to seal the joints. Additional coats of paint were applied, as many as four a year. Frustration set in for every workman had done a good job according to his trade, and still the screen failed. No one had a solution until Plast X Plate appeared.**

**The PXP engineers recognized that the screen tower was in need of overall technical service rather than surface patching. They found, during their engineering survey, that the metal decking was joined at the back in such a way that condensed water was trapped in the joints. The joints were upside down from a water-shedding standpoint. Shor quickly recognized that this was the seat of his problem, and that all the screen surface work he had done was worthless.**

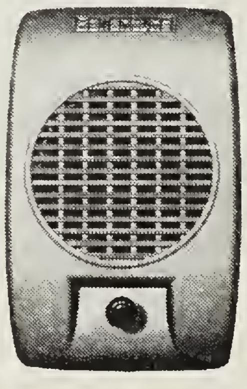
●

**The Ramona Drive-In, Hamilton, O., also owned by Shor, is equipped with a four wall cement tower with CinemaScope wings made of transite, braced with wood and steel. The back horizontal bracing held water against the sheathing, which saturated the back of the transit and no amount of painting, however frequent, held up. Peeling would start the moment the paint dried.**

**Both the Twin and the Ramona were conditioned and coated with Plast X Plate. Now, with the satisfaction of a brilliant picture, and no longer troubled with screen tower problems, Shor states that his Plast X Plate conditioning and maintenance contract will re-coup his losses.**

**TOPS!** In single cone In-A-Car Speakers

Ballantyne's New "E" Series



**At An Unbelievably LOW Price**

The Ballantyne "E" Series uses the same fine, durable, die-cast aluminum case—same high quality volume control, cords, parts, and the same tough water-proof, heavy magnetic speaker unit—as the famous Ballantyne Dub'l-Cone. The only difference is the elimination of the second or outer cone. Write today for full information before you buy any other speaker.

Available With or Without Perforated Aluminum Speaker Guards

The Ballantyne Co

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Your Guarantee of Consistent Quality and Outstanding Service For Every Theatre Need!

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NATIONAL THEATRE SUPPLY COMPANY

BRANCHES COAST-TO-COAST

*Practically DOUBLE Yearly GROSSES by Installing "Hot-Shot" In-The-Car HEATERS!*

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SECTION TWO • VOL. 58, No. 20
SEPTEMBER 11, 1957

This yellow paper Check-Up is published every second week, alternating with the pink paper Reviews of all features and short subjects, as a special section of MOTION PICTURE EXHIBITOR. Every issue of the Check-Up serves as a complete reference index to all feature motion pictures and short subjects reviewed during the past year, plus the features from all sources that are known to be nearing completion. Combined, the yellow and pink sections represent a unique informative service to theatremen, specially created and carefully maintained by the editors of—

MOTION PICTURE EXHIBITOR
246-48 N. Clarian St., Philadelphia 7, Pa.

# MOTION PICTURE EXHIBITOR SERVISECTION

*THE CHECK-UP of all features and short subjects reviewed during the preceding 12-month period*

## Allied Artists

ATTACK OF THE CRAB MONSTERS (5703)—MD—Richard Garland, Pamela Duncan—For the lower half—64m.—4-17-57—4313.

BADGE OF MARSHAL BRENNAN, THE—(5713)—W—Jim Davis, Arleen Whelan, Louis Jean Heydt—Average western—74m.—9-4-57—4373.

BLONDE SINNER (5635)—D—Diana Dors, Michael Craig—For the lower half—72m.—2-6-57—4285—(B).

CALLING HOMICIDE (5624)—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—9-19-56—4225.

CANYON RIVER (5620)—W—George Montgomery, Marcia Henderson—Okay western—80m.—11-14-56—4249—DC—CS.

CHAIN OF EVIDENCE (5701)—MD—Bill Elliott, James Lydon, Claudia Barrett—For the duallers—64m.—2-20-57—4289.

CRUEL TOWER, THE (5691)—MD—John Ericson, Mari Blanchard, Charles McGraw—Okay thriller for lower half—80m.—1-9-57—4273—(B).

DAUGHTER OF DR. JEKYLL (5710)—MD—John Agar, Gloria Talbott, Arthur Shields—Dull and pointless horror yarn—71m.—8-21-57—4365—(B).

DEATH IN SMALL DOSES (5729)—MD—Peter Graves, Mala Powers—Exciting meller to perk up the program—79m.—8-21-57—4365.

DESTINATION 60,000 (5715)—D—Preston Foster, Pat Conway, Jeff Donnell—For the lower half—65m.—4349.

DINO (5721)—D—Sal Mineo, Brian Keith, Susan Kohner—Interesting yarn on juvenile delinquency—96m.—4349.

DRAGOON WELLS MASSACRE (5709)—W—Barry Sullivan, Dennis O'Keeke, Mona Freeman—Good, large scale western—88m.—6-12-57—4337—DC—CS.

FIGHTING TROUBLE (5623)—C—Huntz Hall, Stanley Clements, Adele Jergens—Lower half filler—60m.—12-26-56—4265—(B).

FOOTSTEPS IN THE NIGHT (5708)—MD—Bill Elliott, Dan Haggerty, Eleanor Tanin—Okay lower half entry—62m.—4-3-57—4305.

FRIENDLY PERSUSION (5657)—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—10-3-56—4229—DC—CS.

HIGH TERRACE (5630)—MD—Dale Robertson, Lois Maxwell, Derek Bond—For the lower half—70m.—2-20-57—4289—English.

HOLD THAT HYPNOTIST (5706)—C—Huntz Hall, Stanley Clements, Jane Nigh—Average Bowery Boys series entry—61m.—3-20-57—4301.

HOT SHOTS (5632)—C—Huntz Hall, Stanley Clements, Joi Lansing—Series average—61m.—2-20-57—4289.

LAST OF THE BADMEN (5705)—W—George Montgomery, Keith Larsen, Meg Randall—Good, suspenseful western—80m.—3-6-57—4297—DC—CS.

LET'S BE HAPPY (5707)—MU—Tony Martin, Vera Ellen, Robert Flemyng—Light and entertaining—93m.—6-12-57—4337—TC—CS—English.

LOVE IN THE AFTERNOON (5719)—C—Gary Cooper, Audrey Hepburn, Maurice Chevalier—Highly entertaining comedy should have wide appeal—125m.—6-12-57—4337—(B).

NAKED HILLS, THE (5605)—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—10-3-56—4229—PatheColor.

NOT OF THIS EARTH (5704)—MD—Paul Birch, Beverly Garland, Morgan Jones—Fair horror meller—67m.—4-17-57—4313.

OKLAHOMAN, THE (5712)—W—Joel McCrea, Barbara Hale, Gloria Talbott—Good western—80m.—6-26-57—4341—DC—CS.

PORTLAND EXPOSE—MD—Edward Binns, Carolyn Craig—Topical meller packs plenty of punch—72m.—9-4-57—4373.

ROSE BOWL STORY, THE—(5204)—C—Marshall Thompson, Vera Miles, James Dobson—Reissue has angles—75m.—12-12-56—4261—Color—RE.

STRANGE INTRUDER (5619)—MD—Edmund Purdom, Ida Lupina, Ann Harding—Good adult postwar meller—82m.—11-28-56—4257.

SUDDEN DANGER (5540)—MD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—1-11-57—4085.

YAQUI DRUMS (5625)—W—Rod Cameron, Mary Castle, J. Carrol Naish—Fair lower half western—71m.—9-19-56—4225.

YOUNG GUNS, THE (5623)—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—11-14-56—4249—(B).

### TO BE REVIEWED

AFFAIR IN HAVANA—John Cassavetes, Raymond Burr, Sara Shane.
AQUA DIVE GIRL (5718)—Mara Corday, Pat Conway.
BEAST OF BUDAPEST—Michael Mills, Violet Rensing, Gerald Milton.
BRIDE AND THE BEAST, THE—Lance Fuller, Charlotte Austin.
CALYPSO JOE—Herb Jeffries, Angie Dickinson—(B).
CYCLOPS—James Craig, Tom Drake, Lon Chaney, Gloria Talbott.
DISEMBODIED, THE (5720)—Paul Burke, Allison Hayes—(B).
FROM HELL IT CAME—Tod Andrews, Tina Carver.
HONG KONG INCIDENT—Jack Kelly, May Wynn, Richard Loo.
HOT ROD RUMBLE (5717)—Leigh Snowden, Richard Hartunian, Brett Halsey.
HUNCHBACK OF PARIS (5725)—Gina Lollobrigida, Anthony Quinn—France—CS.
LOOKING FOR DANGER—Bowery Boys.
MAN FROM MONTEREY—Sterling Hayden, Pamela Duncan, Ted DeCorsia.
NAKED IN THE SUN—James Craig, Lita Milan, Barton MacLane—Color.
NEW DAY AT SUNDOWN—George Montgomery, Susan Cummings—Color—CS.
OREGON PASSAGE—John Ericson, Lola Albright—Color—CS.
PERSUADER, THE (5714)—William Talman, Kristine Miller, James Craig.
SPOOK CHASERS (5716)—Bowery Boys.
STORM OUT OF THE WEST (5702)—Dale Robertson, Brian Keith, Rossana Rory.
TALL STRANGER, THE—Joel McCrea, Virginia Mayo—Color—CS.

## American International

DRAGSTRIP GIRL—MD—Fay Spain, Steve Terrell—Programmer with teen-age appeal—70m.—6-26-57—4341—(B).

FLESH AND THE SPUR—W—Jahn Agar, Touch Connors, Marla English—Average western—80m.—3-6-57—4297—PatheColor—(B).

I WAS A TEENAGE WEREWOLF—MD—Michael Landon, Yvonne Lime—Okay horror entry—76m.—9-4-57—4373.

INVASION OF THE SAUCER-MEN—MD—Steve Terrell, Gloria Castillo—Science fiction entry with and for teeners—70m.—9-4-57—4373.

IT CONQUERED THE WORLD—MD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—10-31-56—4245.

NAKED PARADISE—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supporting feature—71m.—2-20-57—4289—Color—(B).

ROCK ALL NIGHT—MUMD—Dick Miller, Abby Dalton—Lower half filler—63m.—6-26-57—4341.

RUNAWAY DAUGHTERS—D—Marla English, John Litel, Anna Sten—For the lower half—88m.—11-14-56—4249—(B).

SHAKE, RATTLE AND ROCK—MU—Fats Domino, Lisa Gaye, Touch Connors—Exploitable programmer—77m.—11-14-56—4249.

SHE CREATURE, THE—MD—Chester Morris, Marla English, Tom Conway—Lower half filler—77m.—10-31-56—4245.

UNDEAD, THE—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly involved horror entry—71½m.—4-3-57—4305.

VOODOO WOMAN—MD—Marla English, Tom Conway, Touch Connors—Inferior lower half entry—75m.—4-3-57—4305.

### TO BE REVIEWED

AMAZING COLOSSAL MAN, THE—Glenn Langan, William Hudson.
CAT GIRL, THE—Lynn Tracey, Barbara Shelley, Robert Ayres.
MOTORCYCLE GANG—Anne Neyland, Steve Terrell, John Ashley.
SORORITY GIRL—Susan Cabot, Barbara O'Neill, Dick Miller.
UNDERWATER GIRL—Mara Corday, Pat Conway.
VIKING WOMEN—Kipp Hamilton, Irish McCalla, Susan Cabot.

## Associated

MAN BEAST—MD—Rock Madison, Virginia Maynor, Tom Maruzzi—For the lower half—62m.—2-20-57—4290.

NAKED GUN—W—Willard Parker, Mara Carday, Barton MacLane—Lower half western—69m.—4-3-57—4305.

## Buena Vista

BAMBI—CAR—Reissue is topflight disney—71m.—7-24-57—4357—TC—RE.

CINDERELLA—CAR—Reissue is topnotch Disney—74m.—1-9-57—4273—TC—RE.

IF ALL THE GUYS IN THE WORLD . . .—D—Andre Valmy, Jean Gaven, Marc Cassot—Exciting import—95m.—5-1-57—4317—French—Titles.

JOHNNY TREMAIN—MD—Hal Stalmaster, Luana Patten, Jeff York—Family entry has colorful Revolutionary War background—80m.—5-15-57—4325—TC.

SECRETS OF LIFE—DOC—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—10-31-56—4241—TC—Part CS.

WESTWARD HO, THE WAGONS—W—Fess Parker, Kathleen Crowley, Jeff York—Attractive western, especially for younger set—90m.—12-26-56—4265—TC—CS.

## KEY

Letters in parenthesis ( ) indicate Catholic Legion of Decency ratings where the picture is classified either objectionable in part for all (B) or candemned (C). Films without such a rating are either unobjectionable or unclassified by the Legion.

Number in parenthesis ( ) following titles indicates production release number. Following running time is date and page af review.

Abbreviations following release number indicate type of picture:

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
NOV—Novelty
TRAV—Travelogue
W—Western

Other abbreviations indicate projection and color processes:

CS—CinemaScope
DC—DeLuxe Colar
EC—Eastman Color
MC—MetroColor
NA—Naturama
RS—Regalscope
SS—SuperScope
TC—Technicolor
TE—Technirama
TR—Trucolor
VV—VistaVision
WC—WarnerColor

All reissues, both features and shorts, are indicated by RE.

YANG KWEI FEI—D—Japanese cast—For the ort spots—92m.—10-31-56—4241—EC—Japanese—Titles.

### TO BE REVIEWED

LIGHT IN THE FOREST, THE—Fess Parker, James MacArthur, Carol Lynley—TC—(Disney).
MISSOURI TRAVELER—Brandon DeWilde, Gary Merrill—TC—(Whitney).
OLD YELLER—Fess Parker, Jeff York, Dorothy McGuire—TC.
SLEEPING BEAUTY—Walt Disney—TC—TE.
YOUNG LAND, THE—Patrick Wayne, Patricia Craig, Dan O'Herlihy—TC.

## Columbia

ABANDON SHIP (139)—D—Tyrone Power, Mol Zetterling, Lloyd Nolan—Highly Interesting drama—100m.—4-3-57—4306—English.

BEYOND MOMBASA (142)—D—Cornel Wilde, Donna Reed—Satisfactary programmer—90m.—5-29-57—4333—TC.

BROTHERS RICO, THE—(211)—MD—Richard Conte, Dianne Foster, Larry Gates—The syndicate strikes again—91m.—9-4-57—4373.

BURGLAR, THE (143)—MD—Dan Duryea, Jayne Mansfield, Martha Vickers—Mansfield nome will help aver-Invalved program meller—90m.—5-1-57—4317—(B).

CALYPSO HEAT WAVE (147)—MU—Johnny Desmond, Merry Anders, Meg Myles—Plenty of appeal for youthful Calypso-maniacs—86m.—6-12-57—4337—(B).

CHA-CHA-CHA BOOM (114)—MU—Perez Prado and Orchestra, Mary Kaye Trio—Pleasant programmer—72m.—10-3-56—4229—(B).

DOMINO KID (215)—W—Rory Calhoun, Kristine Miller—Gaod western—74m.—8-21-57—4365—(B).

DON'T KNOCK THE ROCK (125)—MU—Bill Haley and Comets, Alan Dale, Patricio Hardy—For the rock 'n' rall addicts ar as filler for the lower half—80m.—12-26-56—4265.

FIRE DOWN BELOW (201)—D—Rita Hayworth, Robert Mitchum—Calarful, slightly off-beot drama benefits fram top name values—116m.—5-29-57—4333—TC—CS—(B).

FULL OF LIFE (130)—C—Judy Holliday, Richard Conte, Salvadore Baccaloni—Highly enjayable entertainment—91m.—12-26-56—4265.

GAMMA PEOPLE, THE (111)—MD—Paul Douglas, Evo Bartok, Leslie Phillips—Mild impon far lower half—79m.—9-19-56—4225—English.

GARMENT JUNGLE (144)—MD—Lee J. Cobb, Gia Scala—Taugh pro-union story is hard hitting melodrama; but will need push—88m.—5-1-57—4317.

GIANT CLAW, THE (146)—MD—Jeff Morraw, Mara Corday—Lower half filler—76m.—6-26-57—4341.

GUNS FOR FORT PETTICOAT, THE (131)—W—Audie Murphy, Kathryn Grant, Hope Emerson—Gaad action pragrammer—B2m.—3-20-57—4301—TC.

HE LAUGHED LAST (105)—C—Frankie Laine, Lucy Marlaw, Anthony Dexter—Okay programmer—77m.—10-3-56—4230—TC—(B).

HEART OF SHOW BUSINESS, THE (0199)—DOC—Produced and directed by Ralph Staub—Excellent stary of Variety Clubs Internatlanal—40m.—5-29-57—4333—TC.

HELLCATS OF THE NAVY (141)—D—Ronald Reagan, Nancy Dovis, Arthur Franz—Okoy pragrammer of submarine warfare—82m.—5-1-57—4317.

JEANNE EAGELS—204—D—Kim Novak, Jeff Chandler, Agnes Moorehead—Highly interesting, well-made biagraphical drama—109m.—7-24-57—4357—(B).

LAST MAN TO HANG, THE (117)—D—Tom Conway, Elizabeth Sellars, Fredo Jockson—Far the lawer half—75m.—11-14-56—4250—English.

MAGNIFICENT SEVEN, THE—MD—Japanese cast—Very good entry for art ond specialty spats—158m.—1-23-57—4277—Japanese—Titles—(B).

MAN WHO TURNED TO STONE, THE (134)—MD—Victor Jory, Ann Doran, Charlotte Austin—Average harrar entry for the duallers—71m.—2-20-57—4290—(B).

NIGHTFALL (127)—MD—Aldo Ray, Brian Keith, Anne Bancroft—Suspenseful meller should be welcame addition to the program—78m.—12-12-56—4261.

NIGHT THE WORLD EXPLODED, THE (145)—MD—Kathryn Gront, William Leslie—Science fictian meller far the duallers—64m.—6-26-57—4341.

NO TIME TO BE YOUNG (206)—MD—Robert Vaughn, Roger Smith, Dorothy Green—Ordinary dualler an delinquency theme—82m.—8-7-57—4361.

ODONGO (109)—MD—Rhonda Fleming, MacDonald Carey, Juma—Pleasing programmer—B5m.—10-3-56—4230—TC—CS.

OPERATION MAD BALL—C—Jack Lemmon, Kathryn Grant, Mickey Rooney—Very funny camedy—105m.—9-4-57—4374.

PAPA, MAMA, THE MAID, AND I—C—Robert Lamoureaux, Gaby Morlay—One of the better French farces far the art hauses—94m.—10-31-56—French—Titles and Narration.

PARSON AND THE OUTLAW, THE—(212)—W—Anthony Dexter, Marie Windsor, Buddy Rogers—Religiaus western far duallers—71m.—9-4-57—4374.

PHANTOM STAGECOACH, THE (137)—W—William Bishop, Kathleen Crawley, Richord Webb—Medlacre western far the duallers—69m.—4-13-57—4306.

PICKUP ALLEY (208)—MD—Victor Mature, Anita Ekberg, Trevor Howard—Fast meller should please action fans—92m.—8-7-57—4361—CS.

PORT AFRIQUE (113)—MD—Pier Angeli, Phil Corey, Dennis Price—Locale helps program meller—92m.—9-19-56—4224—TC—English.

REPRISAL (115)—MD—Guy Madison, Felicio Forr, Kathryn Grant—Interesting western meller—74m.—10-3-56—4230—TC.

RIDE THE HIGH IRON (128)—D—Don Taylor, Solly Forrest, Raymond Burr—Lower half entry—74m.—12-12-56—4261.

ROGUES OF SHERWOOD FOREST (1072)—D—John Derek, Diano Lynn, George Macreody—Reissue is akay adventure pragrammer—80m.—10-31-56—4241—RE.

RUMBLE ON THE DOCKS (124)—D—James Darren, Laurie Carroll—Averoge meller of 'teen-age violence will appeal mast to 'teen-age audiences—82m.—2-20-57—4290—(B).

SEVENTH CAVALRY, THE (121)—MD—Randolph Scott, Barbara Hale, Jay C. Flippin—Okay outdoor meller—75m.—10-31-56—4241—TC.

SHADOW ON THE WINDOW, THE (133)—MD—Phil Corey, Betty Gorrett, John Barrymore, Jr.—Okay pragrommer—73m.—3-6-57—4297.

SIERRA STRANGER (140)—W—Howord Duff, Glorio McGhee, Dick Foran—Mediocre western—74m.—5-15-57—4325.

SILENT WORLD, THE (122)—DOC—High rating, underwater documentory—86m.—10-3-56—4230—TC—French—English Narration.

SPIN A DARK WEB (107)—MD—Faith Domerque, Lee Patterson, Rono Anderson—Lower half filler—76m.—10-3-56—4230—(B)—English.

STRANGE ONE, THE (13B)—D—Ben Gazzara, Pat Hingle, Mark Richman—Filmization of play and navel is off-beat and Interesting—97m.—4-3-57—4206—(B).

SUICIDE MISSION (123)—DOC—Leif Larsen—Lower holf entry—70m.—11-14-56—4250—Filmed in Norway and Shetland Islands.

TALL T, THE (136)—W—Randolph Scott, Maureen O'Sullivan, Richard Boone—Good Scott entry should please western and oction fans—78m.—4-3-57—4306—TC.

TEN TALL MEN (119)—MD—Burt Lancaster, Jody Lawrence, Gilbert Rolond—Reissue is good odventure yarn—97m.—10-31-56—4242—TC—RE.

3:10 TO YUMA (210)—W—Glenn Ford, Van Heflin, Felicia Farr—Well-mode yorn has oction and suspenseful drama—92m.—8-21-57—4365.

TOWN ON TRIAL (207)—MD—John Mills, Barbaro Bates, Charles Coburn—For lower half 95m.—4349—English—(B).

TOREROI—DOC—Luis Procuna—Okay bullfight picture—75m .— 4349 — Mexicon — English narration.

20 MILLION MILES TO EARTH (202)—MD—William Hopper, Joan Taylor—Mediocre science fiction feoture for the duallers—82m.—6-12-57—4337.

27TH DAY, THE (203)—MD—Gene Barry, Valerie French—Good science fictlan programmer—75m.—5-29-57—4333.

UTAH BLAINE (129)—W—Rory Calhoun, Susan Cummings, Angela Stevens—Averoge western fare far the duallers—75m.—1-23-57—4277.

WHITE SQUAW, THE (116)—W—David Brian, May Wynn, William Bishop—For the lawer half—75m.—10-31-56—4242.

WICKED AS THEY COME (132)—MD—Arlene Dahl, Phil Carey, Herbert Marshall—Fair meller far the pragram—94m.—1-9-57—4273—(B)—English.

WOMAN OF THE RIVER (213)—D—Sophia Loren, Gerard Oury—Can ga in either the ort spats or regulation houses—92m.—B-21-57—4365—Italy-English dubbing—TC—(B).

YOU CAN'T RUN AWAY FROM IT (118)—C—June Allyson, Jack Lemmon, Charles Bickford—Highly amusing comedy—95m.—10-17-56—4237—TC—CS—(B).

YOUNG DON'T CRY, THE—205—D—Sal Mineo, James Whitmore, J. Carrol Naish—Mineo should draw teenagers—B9m.—7-24-27—4357.

ZARAK (126)—MD—Victor Mature, Michael Wilding, Anita Ekberg—Calarful actian packed adventure should have wide appeal—99m.—12-26-56—4266—TC—CS—(B).

ZOMBIES OF MORA TAU (135)—MD—Grega Palmer, Allison Hayes, Autumn Russell—Mild harrar entry for the duallers—70m.—3-6-57—4297—(B).

### TO BE REVIEWED

ADMIRABLE CRICHTON, THE—Kenneth More, Diane Cilento—TC—English.
BITTER VICTORY—Richard Burton, Kurd Jurgens—CS.
BONJOUR TRISTESSE—David Niven, Deborah Kerr—Color—CS.
BRIDGE ON THE RIVER KWAI, THE—William Holden, Alec Guinness—TC—CS.
COWBOY—Glenn Ford, Jack Lemmon, Anna Kashfi—Calor.
DECISION AT SUNDOWN—Randolph Scott, Valerie French—TC.
ESCAPE FROM SAN QUENTIN—Johnny Desmond, Merry Anders, Peggy Maley.
GIDEON'S DAY—Jack Hawkins, Anna Lee—England.
GODDESS, The—Kim Stanley, Lloyd Bridges, Steve Hill.
GOLDEN VIRGIN, THE—Joan Crawford, Rosanne Brazzi—English—(B).
HARD MAN, THE—Guy Madison, Valerie French—TC.
HIGH FLIGHT—Ray Milland, Sean Kelley, Anthony Newley—TC—CS—English.
HOW TO MURDER A RICH UNCLE—Nigel Patrick, Charles Coburn, Wendy Hiller—CS—English.
LONG HAUL, THE—Victor Mature, Diana Dors—English.
NIGHT OF THE DEMON—Dana Andrews, Peggy Cummins—English.
OTHER LIFE OF LYNN STUART, THE—Betsy Palmer, Jack Lord.
PAL JOEY—Rita Hayworth, Frank Sinatra, Kim Novak—TC—CS.
RESCUE AT SEA—Gary Merrill, Nancy Davis, Irene Hervey.
RETURN TO WARBOW—Phil Carey, William Leslie, Catherine McLeod—Color.
SEVENTH VOYAGE OF SINBAD, THE—Kerwin Mathews, Kathryn Grant—Color.
SHE PLAYED WITH FIRE—Jack Hawkins, Arlene Dahl, Dennis Price—English.
STELLA—William Holden, Sophia Loren, Trevor Howard.
THIS BITTER EARTH—Silvano Mangano, Richard Conte, Anthony Perkins—TE.
TIJUANA STORY, THE—Rodolfo Acosta, James Darren, Jean Willes.
TRIAL OF CAPTAIN BARRETT, THE—Edmond O'Brien, Mona Freeman.

## Continental

FRENCH THEY ARE A FUNNY RACE, THE—C—Jack Buchanan, Martine Carol, Noel-Noel—Nat sa hilarious satire far art spots—82m.—8-21-57—4366—English—French.

LOVE LOTTERY, THE—C—David Niven, Peggy Cummins, Anne Vernon—Lightweight English farce—89m.—2-20-57—4293—TC—English.

MAID IN PARIS—C—Dany Robin, Daniel Gelin, Tilda Thamar—Fair camedy far art spats—83m.—B-21-57—4366—English titles—French—(C).

RAISING A RIOT—C—Kenneth More, Shelagh Frazer—Humaraus impart—90m.—8-21-57—4366—England—TC.

SECRETS OF THE REEF—DOC—Photographed, directed and edited by Lloyd Ritter, Robert Young and Murray Lerner—Intriguing entry af life under water—72m.—10-31-56—4245—EC.

SNOW WAS BLACK, THE—D—Daniel Gelin, Marie Mansart, Valentina Tessier—Well-made off-beat entry for art spats—105m.—11-28-56—French—Titles—(C).

## DCA

(Distributors Corporation Of America)

BABY AND THE BATTLESHIP, THE—C—John Mills, Richard Attenborough, Martyn Garrett—Fairly amusing British farce—96m.—4-3-57—4306—EC—English.

BATTLE HELL—MD—Richard Todd, William Hartnell, Akim Tamiroff—Excellent recreation of British navol explait—110m.—5-15-57—4325—English.

BERMUDA AFFAIR—D—Kim Hunter, Gary Merrill, Ron Randell—Program material—88m.—6-26-57—4342—English.

COLDITZ STORY, THE—MD—John Mills, Eric Portman, Frederick Volk—Interesting English prisoners af war story—97m.—5-1-57—4318—English.

GOLD OF NAPLES—COMP—Toto, Sophia Loren, Vittorio DeSica, Silvano Mangano—Entertaining impart far art sparts—107m.—3-20-57—4301—(B)—Italian—Titles.

GREEN MAN, THE—C—Alastair Sim, George Cole, Jill Adams—Fair screwball comedy—80m.—6-26-57—4342—English—(B).

HALF HUMAN—MD—John Carradine—Horror entry far explaitatian pragram—70m.—5-29-57—4333—Japanese; English narration and dialogue.

JOHN AND JULIE—C—Colin Gibson, Lesley Dudley—Light weight but charming adventures of children off to see Coronation—82m.—6-26-57—4342—EC—English.

MONSTER FROM GREEN HELL—MD—Jim Davis, Barbara Turner—Horror item for lower half—71m.—5-29-57—4334.

1,000 YEARS FROM NOW—MD—Robert Clarke, Margaret Field—Reissue of "Coptive Women" shauld be explaitable—65m.—4-3-57—4307—RE.

ROCK, ROCK, ROCK—MU—Tuesday Weld, Alan Freed, Frankie Lyman—Picture with the beat, okay dualler—83m.—12-26-56—4266.

SCANDAL IN SORRENTO—C—Vittorio De Sica, Sophia Loren—Cute entry fram abroad—92m.—4350—TC—CS—Italian; dubbed in English—(B).

SILKEN AFFAIR, THE—C—David Niven, Genevieve Page—Amusing English comedy has Niven name—96m.—9-4-57—4374—English—(RKO).

WOMAN OF ROME—D—Gina Lollobrigida, Daniel Gelin, Franco Fabrizi—For the art spots or sexploitation houses—93m.—1-23-57—4277—(C)—Italian—Dubbed in English.

### TO BE REVIEWED

EVERY SECOND COUNTS—Barbaro Laage—(Subtitled)—(B).
HELL IN KOREA—Stanley Baker, George Baker—English.
LOSER TAKES ALL—Rosanno Brazzi, Glynis Johns—EC—CS—English—(B).
MILLER'S BEAUTIFUL WIFE, THE—Vittorio De Sica, Sophia Loren—TC—Titles—(C).
UNNATURAL—Hildegarde Neff, Eric Von Stroheim.
WIDOW, THE—Potricia Roc, Akim Tomiroff—English.

## MGM

**ACTION OF THE TIGER** (801)—MD—Van Johnson, Martine Carol—Confusing meller—98m.—8-21-57—4366—TC—CS—(B).

**BARRETTS OF WIMPOLE STREET, THE** (718)—MD—Jennifer Jones, John Gielgud, Bill Travers—Fine film version of classic—105m.—1-23-57—4277—MC—CS—English.

**BOOM TOWN** (704)—MD—Clark Gable, Spencer Tracy, Claudette Colbert—Reissue has the names and excitement—120m.—10-31-56—4242—RE.

**BOYS' TOWN** (716)—MD—Spencer Tracy, Mickey Rooney, Henry Hull—Reissue of topnotch family meller—96m.—1-23-57—4278—RE.

**BRIDE GOES WILD, THE** (732)—C—Van Johnson, June Allyson—Reissue of topnotch comedy—98m.—5-29-57—4334—RE.

**DECISION AGAINST TIME** (739)—D—Jack Hawkins, Elizabeth Sellars—Tense, well-made English drama—87m.—4350—English.

**DESIGNING WOMAN** (724)—C—Gregory Peck, Lauren Bacall, Dolores Gray—Impressive comedy has angles—117m.—3-20-57—4301—MC—CS—(B).

**EDGE OF THE CITY** (714)—D—John Cassavetes, Sidney Poitier, Kathleen Maguire—Off-beat drama has merit and many angles—85m.—1-9-57—4273.

**GASLIGHT** (725)—MD—Charles Boyer, Ingrid Bergman, Joseph Cotten—Names will make the difference in this reissue—113m.—4-3-57—4307—RE.

**GREAT AMERICAN PASTIME, THE** (710)—CD—Tom Ewell, Anne Francis, Ann Miller—Fairly amusing entry—89m.—11-28-56—4257.

**GREEN DOLPHIN STREET** (715)—D—Lana Turner, Van Heflin, Donna Reed—Reissue has names to help—141m.—1-23-57—4278—RE.

**GUN GLORY** (740)—W—Stewart Granger, Rhonda Fleming—Interesting western for the program—89m.—4350—MC—CS.

**HAPPY ROAD, THE**—(741)—C—Gene Kelly, Barbara Laage, Bobby Clark, Brigitte Fassey—Fine family fare—100m.—2-6-57—4285.

**HOT SUMMER NIGHT** (719)—MD—Leslie Nielsen, Colleen Miller, Edward Andrews—interesting program entry—86m.—2-6-57—4285.

**HOUSE OF NUMBERS**—(802)—D—Jack Palance, Barbara Lang, Harold J. Stone—Good program material—92m.—4350—CS—(B).

**IRON PETTICOAT, THE** (712)—C—Bob Hope, Katharine Hepburn, Noelle Middleton—Fairly amusing Hope entry—87m.—1-9-57—4274—TC—VV—(B).

**JULIE** (709)—MD—Doris Day, Louis Jourdan, Barry Sullivan—Good, suspense-filled entry—97m.—10-17-56—4237.

**LITTLE HUT, THE** (730)—C—Ava Gardner, Stewart Granger, David Niven—Sophisticated comedy has cast draw—90m.—5-15-57—4326—EC.

**LIVING IDOL, THE** (736)—D—Steve Forrest, Lilliane Montevecchi, James Robertson Justice—Colorful drama has angles—101m.—5-15-57—4326—EC—CS.

**LIZZIE** (722)—D—Eleanor Parker, Richard Boone, Joan Blondell—Psychological entry of a girl and her problems proves interesting—81m.—3-6-57—4298—(B).

**LUST FOR LIFE** (701)—D—Kirk Douglas, Anthony Quinn, Pamela Brown—Well-made entry for art, specialty and some class spots—122m.—9-19-56—4226—MC—CS.

**MAN ON FIRE** (735)—D—Bing Crosby, Inger Stevens. Mary Fickett—High rating drama—95m.—6-12-57—4338—(B).

**MARIE ANTOINETTE** (708)—D—Norma Shearer, Tyrone Power, John Barrymore—Reissue should have value as museum piece—149m.—11-14-56—4250—RE.

**MUTINY ON THE BOUNTY** (711)—MD—Charles Laughton, Clark Gable, Franchot Tone—Reissue should do okay as museum piece—133m.—12-12-56—4261—RE.

**OPPOSITE SEX, THE** (705)—C—June Allyson, Joan Collins, Leslie Nielsen—Loaded with entertainment values—117m.—9-19-56—4226—MC—CS—(B).

**OUR VINES HAVE TENDER GRAPES** (733)—D--Edward G. Robinson—105m.—5-29-57—4334—RE.

**POSTMAN ALWAYS RINGS TWICE, THE** (726)—MD—Lana Turner, John Garfield, Cecil Kellaway—Names will send reissue into high grosses—113m—4-3-57—4307—RE.

**POWER AND THE PRIZE, THE** (703)—D—Robert Taylor, Elisabeth Mueller, Burl Ives—Interesting drama introduces new female star—98m.—9-19-56—4226—CS.

**SEVENTH SIN, THE** (731)—D—Eleanor Parker, Bill Travers, George Sanders—Romantic drama offers much for femmes—94m.—5-29-57—4334—CS.

**SILK STOCKINGS** (737)—MU—Fred Astaire, Cyd Charisse, Janis Paige—High rating musical comedy—117m.—5-29-57—4334—MC—CS—(B).

**SLANDER** (717)—D—Van Johnson, Ann Blyth, Steve Cochran—Topical drama has powerful indictment of scandal magazines—81m.—12-26-56—4266.

**SOMETHING OF VALUE** (738)—MD—Rock Hudson, Dana Wynter, Sidney Poitier—Highly interesting adventure tale of modern Africa and its peoples—113m.—5-1-57—4318.

**TALE OF TWO CITIES, A** (707)—D—Ronald Colman, Elizabeth Allan, Reginald Owen—Reissue should have value as museum piece—128m.—11-14-56—4250—RE.

**TARZAN AND THE LOST SAFARI** (728)—MD—Gordon Scott, Robert Beatty, Yolande Donlan—New Tarzan entry will please fans—80m.—4-3-57—4307—TC—English.

**TEA AND SYMPATHY** (702)—D—Deborah Kerr, John Kerr, Leif Erickson—High rating drama—122m.—10-3-56—4231—MC—CS—(B).

**TEAHOUSE OF THE AUGUST MOON, THE** (713)—C—Marlon Brando, Glenn Ford, Machiko Kye—Highly amusing entry—123m.—10-31-56—4242—MC—CS.

**TEN THOUSAND BEDROOMS** (723)—C—Dean Martin, Anna Maria Alberghetti, Eva Bartok—Amusing entry has angles—114m.—2-20-57—4290—MC—CS.

**THIS COULD BE THE NIGHT** (729)—C—Jean Simmons, Paul Douglas, Anthony Franciosa—Delightful entertainment—103m.—4-17-57—4313—CS—(B).

**TIP ON A DEAD JOCKEY**—738—MD—Robert Taylor, Dorothy Malone, Gia Scala—Interesting meller has good name values—109m.—7-24-57—4357—CS.

**VINTAGE, THE** (727)—D—Pier Angeli, Mel Ferrer, John Kerr—High rating drama features excellent performances—90m.—3-20-57—4302—MC—CS.

**WINGS OF EAGLES, THE** (720)—D—John Wayne, Dan Dailey, Maureen O'Hara—High rating entry of men and the U. S. Navy—110m.—2-6-57—4285—MC.

### TO BE REVIEWED

**BROTHERS KARAMAZOV, THE**—Yul Brynner, Maria Schell, Lee J. Cobb—MC.

**DON'T GO NEAR THE WATER**—Glenn Ford, Gia Scala, Anne Francis—MC—CS.

**CRY TERROR**—James Mason, Rod Steiger, Angie Dickinson.

**HIRED GUN, THE**—Rory Calhoun, Anne Francis, Vince Edwards.

**GIGI**—Maurice Chevalier, Leslie Caron, Louis Jourdan.

**I ACCUSE**—Jose Ferrer, Viveca Lindfors, Anton Walbrook—English.

**INVISIBLE BOY, THE**—Richard Eyer, Philip Abbott, Diane Brewster.

**JAILHOUSE ROCK**—Elvis Presley, Judy Tyler.

**LES GIRLS**—Gene Kelly, Mitzi Gaynor—Color—CS.

**MAN IS TEN FEET TALL, A**—John Cassavetes, Sidney Poitier, Kathleen Maguire.

**MERRY ANDREW**—Danny Kaye, Pier Angeli—MC—CS.

**PARISIENNES, THE**—Maurice Chevalier, Leslie Caron, Louis Jourdan—C—CS.

**RAINTREE COUNTY**—Montgomery Clift, Elizabeth Taylor—TC—PanaVision.

**SADDLE THE WIND**—Robert Taylor, John Cassavetes, Julie London.

**SEVEN HILLS OF ROME**—Mario Lanza, Marisa Allasio—Italian-made.

**UNTIL THEY SAIL**—Jean Simmons, Joan Fontaine, Paul Newman.

**WILLIE GORDON STORY, THE**—Ray Milland, Jeannette Sterke—England.

## Paramount

**BEAU JAMES** (5612)—D—Bob Hope, Vera Miles, Paul Douglas, Alexis Smith—Latest Bob Hope entertains—105m.—6-12-57—4338—TC—VV—(B).

**BUSTER KEATON STORY, THE** (5609)—C—Donald O'Connor, Ann Blyth, Rhonda Fleming—Entertaining biographic film should have nostalgic appeal—91m.—4-17-57—4313—VV.

**DELICATE DELINGUENT, THE** (5613)—C—Jerry Lewis, Darren McGavin, Martha Hyer—Interesting Jerry Lewis entry—101m.—4350—VV.

**FEAR STRIKES OUT** (5607)—D—Anthony Perkins, Karl Malden, Norma Moore—Interesting drama—100m.—2-6-57—4286—VV.

**FOR WHOM THE BELL TOLLS** (5614)—D—Gary Cooper, Ingrid Bergman, Akim Tamiroff—Reissue of one of the industry's great films—130m.—5-15-57—4326—TC—RE.

**FUNNY FACE** (5608)—MU—Audrey Hepburn, Fred Astaire, Kay Thompson—Highly entertaining musical—103m.—2-20-47—4291—TC-VV.

**GUNFIGHT AT THE OK CORRAL** (5610)—MD—Burt Lancaster, Kirk Douglas, Rhonda Fleming—Super western rates high—122m.—5-15-57—4326—TC—VV.

**HOLLYWOOD OR BUST** (5605)—C—Dean Martin, Jerry Lewis, Anita Eckberg—Average Martin and Lewis—95m.—12-12-56—4262—TC—VV—(B).

**LONELY MAN, THE** (5611)—D—Jack Palance, Anthony Perkins, Elaine Aiken—Outdoor action yarn is good program entry—87m.—5-15-57—4326—VV.

**LOVING YOU** (5616)—D—Elvis Presley, Lisabeth Scott, Wendell Corey—Elvis Presley rides high on the hawg—101m.—4350—TC—VV—(B).

**LUCY GALLANT** (5504)—MD—Jane Wyman, Charlton Heston, Claire Trevor, Thelma Ritter—Interesting and well-made entry—104m.—10-19-56—4046—TC—VV.

**MOUNTAIN, THE** (5603)—D—Spencer Tracy, Robert Wagner, Claire Trevor—High rating suspense drama—105m.—10-3-56—4231—TC—VV.

**OMAR KHYYAM**—5615—D—Cornel Wilde, Debra Paget, Michael Rennie—Colorful drama of days of old—101m.—8-7-57—4361—TC-VV.

**RAINMAKER, THE** (5606)—D—Burt Lancaster, Katherine Hepburn, Wendell Corey—High rating entry—121m.—1-9-57—4274—TC—VV—(B).

**SEARCH FOR BRIDEY MURPHY** (5602)—D—Terèsa Wright, Louis Hayward, Nancy Gates—Exploitation item for the program—84m.—10-17-56—4237—VV—(B).

**TEN COMMANDMENTS, THE** (........)—D—Charlton Heston, Anne Baxter, Yul Brynner—One of the top entertainments of all time—219m.—10-17-56—4237—TC—VV.

**THREE VIOLENT PEOPLE** (5604)—W—Charlton Heston, Anne Baxter, Gilbert Roland—Okay western—100m.—12-26-56—4267—TC—VV.

### TO BE REVIEWED

**DESIRE UNDER THE ELMS**—Sophia Loren, Anthony Perkins, Burl Ives.

**DEVIL'S HAIRPIN**—Cornel Wilde, Jean Wallace, Mary Astor—TC—VV—(B).

**HEAR ME GOOD**—Hal March, Joe E. Ross, Merry Anders.

**HOT SPELL**—Shirley Booth, Anthony Quinn—VV.

**HOUSEBOAT**—Cary Grant, Sophia Loren, Martha Hyer—VV.

**JOKER IS WILD, THE**—Frank Sinatra, Mitzi Gaynor, Jeanne Crain—VV—(B).

**MATCHMAKER, THE**—Anthony Perkins, Shirley Booth—VV.

**SAD SACK**—Jerry Lewis, David Wayne, Phyllis Kirk—TC—VV.

**SHORTCUT TO HELL**—Robert Ivers, Georgann Johnson, William Bishop—(B).

**SPANISH AFFAIR**—Carmen Sevilla, Richard Kiley—Color—VV.

**STOWAWAY GIRL**—Trevor Howard, Elsa Martinelli—English.

**TEACHER'S PET**—Clark Gable, Doris Day, Gig Young—VV.

**TIN STAR, THE**—Henry Fonda, Anthony Perkins, Betsy Palmer—VV.

**WILD IS THE WIND**—Anna Magnani, Anthony Quinn, Anthony Franciosa—VV.

**ZERO HOUR**—Dana Andrews, Linda Darnell, Sterling Hayden.

## Rank

**BLACK TENT, THE**—D—Anthony Steel, Donald Sinden, Anna Maria Sandri—Okay programmer—93m.—8-21-57—4366.

**CHECKPOINT**—MD—Anthony Steel, Odile Versois, Stanley Baker—Actionful auto-race meller—86m.—9-4-57—4374—EC—English—(B).

**GENTLE TOUCH, THE**—D—George Baker, Belinda Lee—Tale of nurse trainees is interesting and well-made—86m.—8-21-57—4366.

**OUT OF THE CLOUDS**—D—Anthony Steel, Robert Beatty, Margo Lorenz—Okay for program—80m.—4351—EC—English.

**REACH FOR THE SKY**—D—Kenneth More, Muriel Pavlow—Initial release of new company is interesting tale of English air hero—123m.—5-1-57—4318—English.

**THIRD KEY, THE**—D—Jack Hawkins, John Stratton, Dorothy Alison—Well-made mystery yarn—83m.—4351—English.

**TOWN LIKE ALICE, A**—D—Virginia McKenna, Peter Finch—Highly interesting, different war story—107m.—8-21-57—4367.

**TRIPLE DECEPTION**—MD—Michael Craig, Julia Arnall, Barbara Bates—High rating English meller—85m.—6-26-57—4342—TV-VV—English.

**VALUE FOR MONEY**—C—John Gregson, Diana Dors, Susan Stephen—Amusing entry for art and specialty spots—93m.—8-7-57—4361—TC-VV—English—(B).

### TO BE REVIEWED

(All English-made)

**ALLIGATOR NAMED DAISY, AN**—Donald Sinden, Diana Dors, Jean Carson—TC—VV.

**AS LONG AS THEY'RE HAPPY**—Jack Buchanan—EC.

**JACQUELINE**—John Gregson.

**PURSUIT OF THE GRAF SPEE**—John Gregson—TC—VV.

**SPANISH GARDENER**—Dirk Bogarde—TC—VV.

## Republic

**ABOVE US THE WAVES** (5601)—MD—John Mills, John Gregson, Donald Sinden—Exciting English meller—92m.—1-9-57—4274—English.

**ACCUSED OF MURDER** (5603)—MD—David Brian, Vera Ralston, Sidney Blackmer—Adequate programmer—74m.—2-6-57—4286—TR—NA.

**AFFAIR IN RENO** (5607)—C—John Lund, Doris Singleton, John Archer—Average programmer—75m.—4-17-57—4314—NA—(B).

**BEGINNING OF THE END** (5660)—MD—Peggie Castle, Peter Graves—Science fiction entry should please horror fans—73m.—4351—(AB-PT).

**DANIEL BOONE, TRAIL BLAZER** (5513)—W—Bruce Bennett, Lon Chaney, Faron Young—Mediocre western for lower half—76m.—10-31-56—4243—TR.

**DUEL AT APACHE WELLS** (5606)—W—Anna Maria Alberghetti, Ben Cooper, Jim Davis—Lower half western—70m.—4-3-57—4307—NA.

**HELLS CROSSROADS** (5608)—W—Stephen McNally, Peggie Castle, Robert Vaughn—Better than average western—73m.—4-3-57—4307—NA—(B).

**JOURNEY TO FREEDOM**—MD—Jacques Scott, Jean Ann Lewis—Filler for lower half—60m.—4351.

**MAN IN THE ROAD, THE** (5610)—MD—Derek Farr, Ella Raines, Donold Wolfit—For the lower half—83m.—5-15-57—4327—English.

**MAN IS ARMED, THE** (5538)—MD—Dane Clark, William Talman, May Wynn—Okay dualler—70m.—3-20-57—4302.

**PAWNEE**—(5614)—W—George Montgomery, Lola Albright—Far lower half—80m.—8-7-57—4361—TR.

**SCANDAL, INC.** (5514)—MD—Robert Hutton, Patricia Wright, Paul Richards—Topical program meller can be explaited—79m.—11-28-56—4258.

**SPOILERS OF THE FOREST** (5609)—MD—Rod Cameron, Vera Ralston, Roy Collins—For the lower half—69m.—5-29-57—4334—TR—NA.

**STRANGE ADVENTURE, A** (5537)—MD—Joan Evans, Ben Cooper, Marla English—For the lower half—70m.—10-31-56—4243—(B).

**TEARS FOR SIMON** (5604)—MD—David Farrar, Julia Arnall, David Knight—Good suspenseful import—91m.—2-20-57—4291—EC—English.

**UNEARTHLY, THE** (5661)—MD—John Carradine, Allison Hayes—Mediocre horror entry 73m.—4351—(AB-PT).

**WEAPON, THE** (5611)—MD—Steve Cochran, Lizabeth Scott, Herbert Morshall—Fast paced meller should please—80m.—6-26-57—4342—English.

**WOMAN'S DEVOTION, A** (5602)—D—Ralph Meeker, Janice Rule, Paul Henried—For the program—88m.—12-12-56—4262—TR.

### TO BE REVIEWED

**CONGRESS DANCES, THE**—Rudolf Prack, Johanna Matz—TC—CS—German.
**CROOKED CIRCLE, THE**—John Smith, Fay Spain, Steve Brodie.
**IN OLD VIENNA**—Heinz Roettinger, Robert Killick—TC—German.
**LAST STAGECOACH WEST**—Jim Davis, Mary Castle, Victor Jory—NA.
**LAWLESS EIGHTIES, THE**—Buster Crabbe, Marilyn Saris—NA.
**HELL CANYON OUTLAWS**—Dale Robertson, Rossana Rory, Brian Keith.
**HELD ON SUSPICION**—Phyllis Kirk, Dan O'Herlihy.
**OPERATION CONSPIRACY**—Philip Friend, Mary Mackenzie.
**PANAMA SAL**—Elena Verdugo, Edward Kemmer.
**PLUNDERERS OF EL DORADO**—Vero Ralston, Anthony George, George Mocreody.
**RAIDERS OF CALIFORNIA**—Jim Davis, Faron Young.
**STREET OF DARKNESS**—Robert Keys, John Close.
**TAMING SUTTON'S GAL**—John Lupton, Gloria Talbott—NA.
**TIME IS MY ENEMY**—Dennis Price, Renee Asherson, Susan Shaw.
**WAYWARD GIRL, THE**—Marcia Henderson, Peter Walker—NA.
**WEST OF SUEZ**—John Bentley, Vera Fosek.
**YOUNG MOTHER**—Mary Webster, William Campbell, Martha Scott—(AB-PT).

## 20th Century-Fox

**ABDUCTORS, THE** (726)—MD—Victor McLaglen, Gaven Muir, Fay Spain—For the lower half—80m.—4352—RS.

**AFFAIR TO REMEMBER, AN**—727—D—Cary Grant, Deborah Kerr, Richard Denning—Highly entertaining entry should do very well—115m.—7-24-57—4357—DC—CS.

**APACHE WARRIOR**—731—W—Keith Larsen, Jim Davis, Eugenia Paul—Okay programmer—74m.—8-7-57—4362—RS.

**ANASTASIA** (627)—D—Ingrid Bergman, Yul Brynner, Helen Hayes—Brilliantly enacted, beautifully mounted filmization of stage play—105m.—12-26-56—4267—DC—CS.

**BACK FROM THE DEAD**—734—MD—Peggie Castle, Arthur Franz, Marsha Hunt—Psychological horrar entry for lawer half—79m.—8-7-57—4362—RS—(B).

**BADLANDS OF MONTANA** (716)—W—Rex Reason, Beverly Garland—Actionful, adult western—75m.—5-15-57—4327—RS—(B).

**BERNARDINE** (723)—C—Pat Boone, Terry Moore, Janet Gaynor—Good entry for the younger set—95m.—4352—DC—CS.

**BEST THINGS IN LIFE ARE FREE, THE** (625)—MU—Gordon MacRae, Dan Dailey, Sheree North—Highly entertaining musical—104m.—10-3-56—4234—DC—CS.

**BETWEEN HEAVEN AND HELL** (621)—MD—Robert Wagner, Terry Moore, Broderick Crawford—Interesting war drama—94m.—10-17-56—4238—DC—CS.

**BLACK WHIP, THE** (628)—W—Hugh Marlowe, Coleen Gray—Adult, off-beat western—77m.—12-26-56—4267—RS—(B).

**BOY ON A DOLPHIN** (714)—D—Alan Ladd, Clifton Webb, Sophia Loren—Well-mode, interesting adventure yarn—111m.—4-17-57—4314—DC—CS—(B).

**BREAK IN THE CIRCLE** (711)—MD—Forrest Tucker, Eva Bartok—Okay for lower holf—69m.—5-15-57—4327—England.

**CHINA GATE** (715)—MD—Gene Barry, Angie Dickinson, Nat "King" Cole—Suspenseful adventure yarn for the program—97m.—5-15-57—4327—CS.

**COURAGE OF BLACK BEAUTY** (744)—D—John Crawford, Mimi Gibson, John Bryont—All about a bay and his horse—77m.—8-21-57—4367—Color.

**DESK SET** (719)—C—Spencer Tracy, Katharine Hepburn—Highly amusing comedy—103m.—5-15-57—4328—DC—CS.

**DESPERADOS ARE IN TOWN, THE** (626)—W—Robert Arthur, Kothy Nolan—Okay western—73m.—11-28-56—4258—RS.

**GIRL CAN'T HELP IT, THE** (629)—MUC—Tom Ewell, Jayne Monsifield, Edmond O'Brien—Highly entertaining entry—99m.—1-9-57—4274—DC—CS—(B).

**GOD IS MY PARTNER**—D—724—D—Walter Brennan, Marion Ross, John Hoyt—Good family entertainment far smaller situatians—80m.—7-24-57—4358—RS.

**HATFUL OF RAIN, A** (925)—D—Eva Marie Saint, Don Murray, Anthony Franciosa—Powerful drama features top performances—109m.—6-26-57—4342—CS.

**HELL ON DEVIL'S ISLAND**—(735)—MD—Helmut Dantine, Donna Martell, William Talman—Average prison film for the program—74m.—9-4-57—4374.

**HEAVEN KNOWS, MR. ALLISON** (710)—D—Deborah Kerr, Robert Mitchum—Warm drama of a Nun and a Marine shauld have wide appeal—105m.—3-20-57—4302—DC—CS.

**ISLAND IN THE SUN** (721)—D—James Mason, Joan Fontaine, Harry Belafonte—Off-beat drama has lats to affer—119m.—6-26-57—4343—DC—CS—(B).

**KRONOS** (712)—MD—Jeff Morrow, Barbara Lawrence—Intresting tale of thing from space—78m.—5-1-57—4318—RS.

**LOVE ME TENDER** (624)—MD—Richard Egan, Debra Paget, Elvis Presley—Presley name should make this a boxoffice winner—89m.—11-28-56—4258—CS—(B).

**LURE OF THE SWAMP** (722)—MD—Marshall Thompson, Willard Parker, Joan Vohs—Lower half filler—74m.—6-12-57—4338—RS.

**OASIS** (632)—MD—Michele Morgan, Pierre Brasseur, Cornell Borchers—Mediocre programmer—84m.—1-23-57—4278—EC—CS—Morocco—(B).

**OH, MEN! OH, WOMEN!** (706)—C—Dan Dailey, Ginger Rogers, David Niven—Film version of play has name values but is only mildly amusing—90m.—2-20-57—4291—DC—CS.

**OKLAHOMA!** (630)—MU—Gordon MacRae, Shirley Jones, Gene Nelson—High rating entertainment—140m.—11-14-56—4251—TC—CS—Magna.

**QUIET GUN, THE** (702)—W—Farrest Tucker, Mara Corday—For the lower holf—77m.—2-20-57—4291—RS.

**RESTLESS BREED, THE** (718)—W—Scott Brady, Anne Bancroft—For the duallers—81m.—5-15-57—4328.

**RIVER'S EDGE, THE** (708)—D—Ray Milland, Debra Paget, Anthony Quinn—Good cast struggles through mediocre story—86m.—4-3-57—4308—DC—CS—(B).

**SEA WIFE**—737—D—Richard Burton, Joan Collins, Basil Sydney—Off-beot film has angles—82m.—8-7-57—4362—CS-Color.

**SHE DEVIL** (713)—MD—Mari Blanchard, Jock Kelly, Albert Dekker—Okay lower half entry—77m.—5-1-57—4319—RS—(B).

**SMILEY** (703)—D—Sir Ralph Richardson, John McCallum—Import for the program—97m.—2-20-57—4292—TC—CS—Australia.

**STAGECOACH TO FURY** (623)—W—Forrest Tucker, Mari Blanchard, Wallace Ford—Good western far the duallers—76m.—10-17-56—4238—RS.

**STORM RIDER, THE** (709)—W—Scott Brady, Mala Powers, Bill Williams—Satisfactory western for lawer half—70m.—3-20-57—4302—RS.

**SUN ALSO RISES, THE**—(738)—D—Tyrone Power, Ava Gardner, Errol Flynn—Lavishly produced Hemingway drama has great name values—129m.—9-4-57—4375—C—CS—(B).

**TEENAGE REBEL** (622)—D—Ginger Rogers, Michael Rennie—Interesting mother-daughter story should have family appeal—94m.—11-14-56—4251—CS—(B).

**THIRD MAN, THE** (667)—MD—Joseph Cotten, Valli, Orson Welles—Reissue is excellent film of its type—104m.—10-31-56—4243—RE.

**THREE BRAVE MEN** (701)—D—Ray Milland, Ernest Borgnine, Nina Foch—Topical, thought-provoking drama has documentary flavor—88m.—1-23-57—4278—CS.

**THREE FACES OF EVE**—(747)—D—Joanne Woodward, David Wayne, Lee J. Cobb—Wellmade and interesting psychological drama—91m.—8-21—57—4367—CS—(B).

**TRUE STORY OF JESSE JAMES, THE** (704)—MD—Robert Wagner, Jeffrey Hunter, Hope Lange—Satisfactory programmer—92m.—2-20-57—4292—DC-CS-(B).

**TWO GROOMS FOR A BRIDE** (705)—C—John Carroll, Virginia Bruce—Lawer half filler—73m.—4352—English—(B).

**UNKNOWN TERROR, THE**—733—MD—John Howard, Mala Powers, Paul Richards— Mediocre horror item—77m.—8-7-57—4362—RS.

**WAY TO THE GOLD, THE** (717)—MD—Jeffrey Hunter, Sheree North, Barry Sullivon—Mild melodrama for the program—94m.—5-15-57—4328—CS.

**WAYWARD BUS, THE** (720)—D—Joan Collins, Jayne Mansfield, Dan Dailey—Good name values will boost episodic drama—89m.—6-12-57—4338—CS—(B).

**WILL SUCCESS SPOIL ROCK HUNTER?**—732—C—Jayne Mansfield, Tony Randall, Betsy Drake—Wacky comedy has limited appeal—94m.—8-7-57—4362—CS-Color—(B).

**WOMEN OF PITCAIRN ISLAND, THE** (631)—MD—James Craig, Lynn Barl, Arleen Whelon—Exploitable programmer—72m.—12-26-56—4267—RS.

### TO BE REVIEWED

**AMBUSH AT CIMARRON PASS**—Brian Donlevy, Eilene Janssen, Jay C. Flippen.
**APRIL LOVE**—Pat Boone, Shirley Jones, Arthur O'Connell—DC—CS.
**BEAUTIFUL BUT DANGEROUS**—Gina Lolobrigida, Vittorio Gassman, Robert Alda—Italian—(B)
**BLOOD ARROW**—Scott Brady, Paul Richards, Phyllis Coates.
**COPPER SKY, THE**—Coleen Gray, Jeff Morrow.
**DARK VALOR**—Rex Reason, Henry Morgan, Steve Brodie—RS.
**DERRSLAYER, THE**—Rex Barker, Forest Tucker, Cathy O'Donnell—Color—CS.
**ESCAPE TO RED ROCK**—Brian Donlevy, Jay C. Flippen.
**ENEMY BELOW, THE**—Robert Mitchum, Kurd Jurgens, Frank Albertson—DC—CS.
**FAREWELL TO ARMS**—Jennifer Jones, Rock Hudson, Vittorio DeSica—DC—CS.
**FORTY GUNS**—Barbara Stanwyck, Gene Barry, Barry Sullivan—CS.
**FRAULEIN**—Mel Ferrer, Dana Wynter—Color—CS.
**GHOST DIVERS**—Jomes Craig, Audrey Totter.
**KISS THEM FOR ME**—Cary Grant, Jayne Mansfield, Suzy Parker—DC—CS.
**NO DOWN PAYMENT**—Jeffrey Hunter, Sheree North, Tony Randall—CS.
**OUR LOVE**—Robert Stack, Lauren Bacall, Evelyn Rudie—Color—CS.
**PEYTON PLACE**—Lana Turner, Lloyd Nolan, Hope Lange—DC—CS.
**RIDE A VIOLENT MILE**—John Agar, Penny Edwards—RS.
**SOUTH PACIFIC**—Rossano Brazzi, Mitzi Gaynor—Color—Todd-AO.
**STOPOVER TOKYO**—Robert Wagner, Joan Collins, Edmond O'Brien—DC—CS.
**YOUNG AND DANGEROUS**—Virginia Field, Les Brown and Band, Douglas Kennedy.
**YOUNG LIONS, THE**—Marlon Brando, Montgomery Clift, Joanne Woodward—CS.

## United Artists

**AROUND THE WORLD IN 80 DAYS**—C—David Niven, Cantinflas, Robert Newton, Shirley MacLaine—Fabulous entertainment—173m.—10-31-56—4253—EC—Todd—AO.

**BACHELOR PARTY, THE**—D—Don Murray, Patricia Smith, Jack Warden—Highly interesting entry—93m.—3-20-57—4303—Hecht-Lancaster—(B).

**BAILOUT AT 43,000**—MD—John Payne, Karen Steele, Paul Kelly—Okay programmer—78m.—5-1-57—4319—Pine-Thomas.

**BAYOU**—D—Peter Graves, Lita Milan—Filler for lower half—88m.—6-26-57—4343—(Ripps) (B).

**BIG BOODLE, THE**—MD—Errol Flynn, Rosanna Rory—Programmer has intrigue, action, and adventure—83m.—2-6-57—4286—Blumberg—(B).

**BIG CAPER, THE**—MD—Rory Calhoun, Mary Costa—Good programmer—84m.—4-17-57—4314—Pine-Thomas—(B).

**BOP GIRL GOES CALYPSO**—MU—Judy Tyler, Bobby Troup, Margo Woode—Programmer for the younger set—79m.—7-24-57—4358—Bel-Air (B).

**BRASS LEGEND, THE**—W—Hugh O'Brien, Nancy Gates—For the lower half—79m.—12-12-56—4262—Goldstein.

**BUCKSKIN LADY, THE**—W—Patricia Medina, Richard Denning, Gerald Mohr—Adult western—66m.—4352—Bishop-Hittleman—(B).

**CHICAGO CONFIDENTIAL**—MD—Brian Keith, Beverly Garland, Dick Foran—Fast-moving programmer—74m.—8-21-57—4367—Peerless.

**CRIME OF PASSION**—MD—Barbara Stanwyck, Sterling Hoyden—Fine acting lifts crime meller above average program fare—84m.—1-23-57—4278—Goldstein—(B).

**DANCE WITH ME HENRY**—C—Lou Costello, Bud Abbott—Mediocre Abbott and Costello entry for the duallers—79m.—12-26-56—4270—Goldstein.

**DELINQUENTS, THE**—MD—Tom Laughlin, Peter Miller—Ineffective treatment of juvenile delinqeuncy theme strives for sensation—71m.—3-6-57—4298—Imperial—(B).

**DRANGO**—D—Jeff Chandler, John Lupton, Joanne Dru—Absorbing post-Civil War drama—92m.—1-23-57—4279—Earlmar.

**ENEMY FROM SPACE**—MD—Brian Donlevy, John Longden, Vera Day—Okay science fiction entry—84m.—9-4-57—4375—(Hinds)—England.

**FIVE STEPS TO DANGER**—MD—Ruth Roman, Sterling Hayden—Interesting meller for the program—80m.—1-23-57—4279—Kesler.

**FLIGHT TO HONG KONG**—MD—Rory Calhoun, Barbara Rush—For the lawer half—10-3-56—4234—Sabre—(B).

**FOUR BOYS AND A GUN**—MD—Fronk Sutton, Torry Green—Lower half filler—73m.—1-9-57—4275—Security.

FURY AT SUNDOWN—W—John Derek, Carolyn Craig—For the lower half—75m.—4-3-57—4308—Galdstein.

FUZZY PINK NIGHTGOWN, THE—C—Jane Russell, Keenan Wynn, Ralph Meeker—Too much talk, too few laughs—87m.—8-7-57—4363—Russ-Field.

GUN DUEL IN DURANGO—W—George Montgomery, Ann Robinson, Bobby Clark—Okay western—73m.—5-1-57—4319—Peerless.

GUN THE MAN DOWN—W—James Arness, Angie Dickinson—For the lower half—78m.—11-28-56—4258—Morris-McLaglen.

GUNSIGHT RIDGE—W—Joel McCrea, Mark Stevens, Joan Weldon—Good western—85m.—9-4-57—4375—(Libra).

HALLIDAY BRAND, THE—D—Joseph Cotten, Viveca Lindfors, Betsy Blair—Names, interesting story lifts western above average program fare—77m.—2-6-57—4286—Young.

HIDDEN FEAR—MD—John Payne, Natalie Norwick, Alexander Knox—Lower half entry—83m.—4352—St. Aubrey-Kohn.

HIT AND RUN—MD—Cleo Moore, Hugo Haas—Sordid adult drama is exploitable program fare—84m.—3-20-57—4303—Haas.

IRON SHERIFF, THE—W—Sterling Hayden, Constance Ford—Interesting western should do well as part of the program—73m.—4-3-57—4308—Grand.

JUNGLE HEAT—MD—Lex Barker, Mari Blanchard, Glenn Langan—For the lower half—75m.—8-21-57—4367—Bel-Air.

KING AND FOUR QUEENS, THE—W—Clark Gable, Eleanor Parker—Western has names ta draw but lacks action—86m.—12-26—56—4270—DC—CS—Russ-Field—Gabco—(B).

LADY OF VENGEANCE—MD—Dennis O'Keefe, Ann Sears, Anton Diffring—Mediocre programmer—73m.—8-21-57—4367—Balaban—English—(B).

MAN FROM DEL RIO—W—Anthony Quinn, Katy Jurado—Well conceived western should please wide variety af patrons—82m.—10-17-56—4239—Jacks.

MEN IN WAR—MD—Robert Ryan, Aldo Ray—Well-made war film—104m.—2-6-57—4287—Security.

MONSTER THAT CHALLENGED THE WORLD, THE—MD—Tim Holt, Audrey Dalton—83m.——4335—(Gramercy).

MONKEY ON MY BACK—D—Cameron Mitchell, Dianne Foster—Powerful Barney Ross bio-film is highly exploitable—93m.—5-29-57—4334—(Small)—(B).

MONTE CARLO STORY, THE—C—Marlene Dietrich, Vittorio DeSica—Colorful comedy, but slow in spots—99m.—6-26-57—4343—TC—TE—(Titanus)—European made.

MY GUN IS QUICK—MD—Robert Bray, Whitney Blake, Pat Donahue—Mickey Spillane who-done-it for duallers—88m.—8-21-57—4368—Saville—(B).

OUTLAW'S SON—W—Dane Clark, Ben Cooper, Lori Nelson—Fair western—89m.—4352—Bel-Air.

PEACEMAKER, THE—W—James Mitchell, Rosemarie Bowe—Religious western for duallers, small towns—81m.—11-14-56—4251—Makelim.

PHARAOH'S CURSE—MD—Mark Dana, Ziva Rodann—Lower half entry—66m.—2-20-57—4292—Bel-Air.

PRIDE AND THE PASSION, THE—MD—Cary Grant, Sophia Loren, Frank Sinatra—High rating entertainment—131m.—4353—TC—VV—Kramer—(B).

REVOLT AT FORT LARAMIE—D—John Dehner, Gregg Palmer—Good programmer holds interest despite lack of name values—73m.—3-20-57—4303—DC—Bel-Air.

RIDE BACK, THE—W—Anthony Quinn, William Conrad, Lita Milan—Well-made and different western should please discriminating filmgoers—79m.—5-1-57—4319—Aldrich.

RUNNING TARGET—MD—Doris Dowling, Arthur Franz—For the lower half—83m.—11-28-56 4259—DC—Canyon.

SAINT JOAN—D—Richard Widmark, Richard Todd, Jean Seberg—Excellent production of Shaw drama needs selling—110m.—5-15-57—4328—Preminger.

SHARKFIGHTERS, THE—D—Victor Mature, Karen Steele—Okay programmer holds interest—73m.—10-31-56—4244—TC—CS—Goldwyn, Jr.

SPRING REUNION—D—Dana Andrews, Betty Hutton, Jean Hagen—Moderate programmer has good name values—79m.—4-3-57—4308—Bryna.

STREET OF SINNERS—MD—George Montgomery, Geraldine Brooks—Okay lower half entry—76m.—9-4-57—4375—(Security)—(B).

SWEET SMELL OF SUCCESS—D—Burt Lancaster, Tony Curtis, Susan Harrison—Unpleasant drama has gaod name values—96m.—4343—(Hecht-Hill-Lancaster)—(B).

TOMAHAWK TRAIL—OD—Chuck Connors, Susan Cummings—Lawer half filler—60m.—12-26-56—4270—Bel-Air.

TROOPER HOOK—W—Joel McCrea, Barbara Stanwyck—Good outdoor action yarn for the program—81m.—6-26-57—4343—(Fielding).

12 ANGRY MEN—D—Henry Fonda, Lee J. Cobb, Ed Begley—High rating drama—95m.—3-6-57—4298—Orion-Nova.

VALERIE—MD—Sterling Hayden, Anita Ekberg, Anthony Steel—Okay programmer—84m.—7-24-57—4358—Makelim (B).

VAMPIRE, THE—MD—John Beal, Colleen Gray—Horror entry for lower half—74m.—6-26-57—4344—(Gramercy).

VOODOO ISLAND—MD—Boris Karloff, Beverly Tyler—Lawer half horror entry—76m.—2-20-57—4292—Bel-Air.

WAR DRUMS—W—Lex Barker, Joan Taylor, Ben Johnson—Okay programmer—75m.—4-3-57—4308—DC—Bel-Air.

WILD PARTY, THE—D—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry for art specialty and exploitation hauses—81m.—12-12-56—4263—Security—(B).

## TO BE REVIEWED

BABY FACE NELSON—Mickey Rooney, Carolyn Jones, Sir Cedric Harwick—(Zimbalist).

BIG COUNTRY, THE—Gregory Peck, Jean Simmons, Carrol Baker—(TC-TE)—(Worldwide).

CARELESS YEARS, THE—Natalie Trundy, Dean Stockwell, Catherine McLeod—(Bryna).

DALTON GIRLS—Penny Edwards, Merry Anders (Bel-Air).

FORT BOWIE—Ben Johnson, Jan Harrison, Kent Taylor—(Bel-Air).

GIRL IN THE BLACK STOCKINGS, THE—Lex Barker, Anne Bancroft, Mamie Van Doren—(Bel-Air)—Leg.: B.

GOD'S LITTLE ACRE—Robert Ryan, Aldo Ray, Tina Louise—(Harmon).

GUN FEVER—Mark Stevens, Jana Davi—(Jackson-Weston).

HELL BOUND—John Russell, June Blair—(Bel-Air).

ISLAND WOMEN—Marie Windsor, Vince Edwards—(Made in B.W.I.)—(Security).

KILLER ON THE WALL—Richard Boone, Theodore Bikel, Peggy Maurer—(Maxim).

LEGEND OF THE LOST—John Wayne, Sophia Loren—(Technirama)—(Bat-Jac).

MAN ON THE PROWL—Mala Powers, James Best—(Jana-Lesser).

MUSTANG—Jack Beutel, Madalyn Trahey—(Arnell).

PARIS HOLIDAY—Bob Hope, Fernandel, Anita Eckberg—(Technirama)—(Eastman Color)—(Made In France)—(Tolda).

PATHS OF GLORY—Kirk Douglas, Ralph Meeker, Adolphe Menjou—(Bryna).

PISTOLERO—Jack Palance—(Philip Waxman).

QUIET AMERICAN, THE—Audie Murphy, Michael Redgrave, Georgia Moll—(Figaro)—(Made in Viet-Nam).

RIDE OUT FOR REVENGE—Rory Calhoun, Gloria Grahame, Lloyd Bridges—(Bryna).

SAVAGE PRINCESS—(Indian-made)—(Print by Technicolor)—(Mehboob).

SATCHMO, THE GREAT—Louis Armstrong—(Murrow-Friendly).

TIGER BY THE TAIL—Larry Parks, Constance Smith—(Canyon).

TIME IS A MEMORY—Victor Mature, Lili Hua—(Batjac).

TIME LIMIT—Richard Widmark, Richard Basehart, Dolores Michaels—(Heath).

TIME IS A MEMORY—Victor Mature, Lili Hwa—(Batjac).

VIKINGS, THE—Kirk Douglas, Tony Curtis, Ernest Borgnine, Janet Leigh—TC—VV—(Bryna).

WINK OF AN EYE—Jonathan Kidd, Doris Dowling, Barbara Turner—(Ivar).

WITNESS FOR THE PROSECUTION—Tyrone Power, Marlene Dietrich, Charles Laughton—(Small).

## Universal-International

BACK FROM ETERNITY (703)—MD—Robert Ryan, Anita Ekberg, Rod Steiger—Satisfactory dramatic entry will benefit from name draw—97m.—9-19-56—4227—RKO.

BATTLE HYMN (5712)—D—Rock Hudson, Dan Duryea, Martha Hyer—Well-made entry should have wide appeal—108m.—12-26-56—4270—TC—CS.

BEYOND A REASONABLE DOUBT (702)—MD—Dana Andrews, Joan Fontaine, Sidney Blackmer—Fairly interesting program meller—80m.—9-19-56—4227—RKO.

BRAVE ONE, THE (706)—D—Michel Ray—Highly attractive entry of a boy and his unusual pet—100m.—10-3-56—4231—TC—CS—RKO.

BUNDLE OF JOY (710)—C—Eddie Fisher, Debbie Reynolds, Adolphe Menjou—Pleasont entertainment for all—98m.—12-12-56—4262—TC—RKO.

CURUCU, BEAST OF THE AMAZON (5703)—MD—John Bromfield, Beverly Garland, Tom Payne—Explaitation programmer—76m.—11-14-56—4251—EC—(B).

DEADLY MANTIS, THE (5719)—MD—Craig Stevens, William Hopper, Alix Talton—Fair lower half offering—78m.—4-3-57—4309.

DEATH OF A SCOUNDREL (707)—D—George Sanders, Yvonne DeCarlo, Victar Jory—Interesting drama has names and exploitable story values—119m.—11-14-56—4250—RKO.

DOCTOR AT LARGE—C—Dirk Bogarde, Muriel Pavlow, Donald Sinden—Highly humorous import—98m.—6-26-57—4344—EC—VV—English.

EVERYTHING BUT THE TRUTH (5704)—C—Maureen O'Hara, John Forsythe, Tim Hovey—Pleasant family divertisement—83m.—11-14-56—4251—EC.

FOUR GIRLS IN TOWN (5706)—C—George Nader, Julie Adams, Marianne Cook—Interesting programmer—85m.—12-12-56—4263—CS—TC—(B).

GIRL IN THE KREMLIN, THE (5718)—MD—Lex Barker, Zsa Zsa Gabor, Jeffrey Stone—Exploitation programmer has angles—81m.—5-1-57—4319—(B).

GREAT MAN, THE (5708)—D—Jose Ferrer, Dean Jagger, Julie London—Highly interesting drama—92m.—11-28-56—4259.

GUN FOR A COWARD (5711)—W—Fred MacMurray, Jeffrey Hunter, Janice Rule—Satisfactory western should please outdoar fans—88m.—12-26-56—4271—EC—CS.

INCREDIBLE SHRINKING MAN, THE (5715)—MD—Grant Williams, Randy Stuart, April Kent—Highly impressive science fiction entry—81m.—2-6-57—4287.

INTERLUDE (5728)—D—June Allyson, Rossano Brazzi—Powerful romance should appeal to femme trade—89m.—6-26-57—4344—TC—CS.

ISTANBUL (5709)—MD—Errol Flynn, Cornell Borchers, John Bentley—Okay programmer has Flynn name ta help—84m.—1-23-57—4279—TC—CS.

JOE BUTTERFLY (5723)—C—Audie Murphy, George Nader, Keenan Wynn, Kieko Shima—Highly amusing entry of G.I. occupation of Japan—90m.—5-1-57—4320—TC—CS.

JOE DAKOTA (5730)—W—Jock Mahoney, Luana Patten, Charles McGraw—Good off-beat western for the program—79m.—6-26-57—4344—EC.

KELLY AND ME (5714)—D—Van Johnson, Piper Laurie, Martha Hyer—Okay program entry—86m.—1-23-57—4279—TC—CS.

KETTLES ON OLD MAC DONALD'S FARM, THE (5721)—C—Marjorie Main, Parker Fennelly, Gloria Talbott—The Kettles are back for them that wants 'em—82m.—4353.

KILLERS, THE (5781)—MD—Burt Lancaster, Ava Gardner, Edmond O'Brien—Reissue has the angles—101m.—9-19-56—4227—RE.

LAND UNKNOWN, THE (5727)—MD—Jock Mahoney, Shawn Smith—Good science fiction entry—78m.—4353—CS.

MAN AFRAID (5720)—MD—George Nader, Phyllis Thaxter, Tim Hovey—Good programmer—84m.—4-17-57—4314—CS.

MAN OF A THOUSAND FACES—5733—D—James Cagney, Dorothy Malone, Jane Greer—Well-made and highly interesting—122m.—7-24-57—4358—CS—(B).

MAN IN THE VAULT (709)—MD—William Campbell, Karen Sharpe, Anita Ekberg—For the duallers—73m.—12-26-56—4267—RKO.

MIDNIGHT STORY, THE (5726)—MD—Tony Curtis, Marisa Pavan, Gilbert Roland—Interesting, well made melodrama—89m.—6-26-57—4344.

MISTER CORY (5713)—D—Tony Curtis, Martha Hyer, Charles Bickford—Well-made, attractive drama—92m.—1-23-57—4280—EC—CS—(B).

MOLE PEOPLE, THE (5702)—MD—John Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—11-14-56—4252.

MY MAN GODFREY—C—June Allyson, David Niven, Martha Hyer—Highly amusing entry—92m.—9-4-57—4375—EC—CS.

NIGHT PASSAGE (5725)—MD—James Stewart, Audie Murphy, Dianne Foster—Entertaining autdoor action entry—90m.—6-26-57—4344—TC—Technirama.

NIGHT RUNNER, THE (5710)—MD—Ray Danton, Colleen Miller, Merry Anders—Psychological drama for lower half—79m.—1-23-57—4280.

PUBLIC PIGEON No. 1 (708)—C—Red Skelton, Vivian Blaine, Janet Blair—Amusing Red Skelton entry—79m.—5-1-57—4320—TC—RKO.

QUANTEZ—(5734)—W—Fred MacMurray, Dorothy Malone, James Barton—Western has names to help—80m.—9-4-57—4375—EC—CS.

ROCK, PRETTY BABY (5707)—MU—Sal Mineo, John Saxon, Luana Patten—Juveniles should be real "gone" an this one—89m.—11-28-56—4259—(B).

RUN OF THE ARROW (5729)—D—Rod Steiger, Sarita Montiel, Brian Keith—Good offbeat Indian and Cavalry yarn—6-12-57—4338—TC—RKO.

SLEEPING CITY, THE (5782)—MD—Richard Conte, Colleen Gray, Richard Taber—Reissue is good meller—84m.—9-19-56—4227—RE.

TAMMY AND THE BACHELOR (5724)—C—Debbie Reynolds, Leslie Nielsen, Walter Brennan—89m.—5-29-57—4335—TC—CS.

TARANTULA (5605)—MD—John Agar, Mara Corday, Leo G. Carroll—Good horror exploitation item—80m.—11-16-56—4063.

TATTERED DRESS, THE (5716)—D—Jeff Chandler, Jeanne Crain, Jack Carson—Highly interesting entry—93m.—3-6-57—4298—CS.

TENSION AT TABLE ROCK (7041)—MD—Richard Egan, Dorothy Malone, Cameron Mitchell—Tense outdoor drama should have wide appeal—93m.—10-3-56—4231—TC—RKO.

THAT NIGHT—5731—D—John Beal, Augusta Dabney, Shepperd Strudwick—Heart attack made interesting—88m.—8-7-57—4363—RKO.

UNHOLY WIFE, THE—(5735)—D—Diana Dors, Rod Steiger, Tom Tryon—Program drama—94m.—9-4-57—4376—TC—RKO.

WRITTEN ON THE WIND (5705)—D—Rock Hudson, Lauren Bacall, Robert Stack—Entry for adults has lots of selling angles—99m.—10-3-56—4234—TC.

YOUNG STRANGER, THE (711)—D—James MacArthur, Kim Hunter, James Daly—Interesting, well-made entry—84m.—2-20-57—4292—RKO.

### TO BE REVIEWED

**ALL MINE TO GIVE**—Cameron Mitchell, Glynis Johns—EC—RKO.
**AMAZONS, THE**—Don Taylor, Giana Sigale, Eduardo Ciannelli—Color.
**BADGE OF EVIL**—Charlton Heston, Orson Welles, Janet Leigh.
**BIG BEAT, THE**—William Reynolds, Andra Martin, Jeffrey Stone—Color.
**DAMN CITIZEN!**—Keith Andes, Margaret Hayes, Gene Evans.
**FEMALE ANIMAL, THE**—Hedy Lamarr, Jane Powell, George Nader—CS.
**FLOOD TIDE, THE**—George Nader, Cornell Bouchers—CS.
**GIRL MOST LIKELY, THE**—Jane Powell, Kaye Ballard, Tommy Noonan—RKO.
**HEMP BROWN**—Rory Calhoun, Beverly Garland—Color—CS.
**HOW LONELY THE NIGHT**—Richard Egan, Julie London—CS.
**I MARRIED A WOMAN**—George Gobel, Diana Dors, Jessie Royce Landis—RKO.
**JET PILOT**—John Wayne, Janet Leigh, J. C. Flippen—119m.—TC—RKO—(B).
**LADY TAKES A FLYER**—Lana Turner, Jeff Chandler—Color—CS.
**MAGNIFICENT BRAT, THE**—Dan Duryea, Jan Sterling, Patty McCormack—Color—CS.
**MIDDLE OF THE STREET**—Audie Murphy, Gia Scala, Joanna Moore—C-CS.
**MONOLITH MONSTERS, THE**—Grant Williams, Lola Albright.
**ONCE UPON A HORSE**—Don Rowan, Dick Martin, Martha Hyer—Color—CS.
**PYLON**—Rock Hudson, Robert Stack, Dorothy Malone—CS.
**QUANTEZ**—Fred MacMurray, Dorothy Malone—EC—CS.
**RAW WIND IN EDEN**—Esther Williams, Jeff Chandler, Rosana Podesta—Color—CS.
**SEEDS OF WRATH**—Jeff Chandler, Orson Welles, Colleen Miller—CS.
**SLAUGHTER ON TENTH AVENUE**—Richard Egan, Jan Sterling, Dan Duryea—CS.
**SLIM CARTER**—Jack Mahoney, Julie Adams, Tim Hovey—Color.
**STAGE STRUCK**—Susan Strasberg, Henry Fonda, Joan Greenwood—Color—RKO.
**SUMMER LOVE**—John Saxon, Judy Meredith, Jill St. John.
**TAKE MY HAND**—Teresa Wright, Cameron Mitchell—Color—RKO.
**TEACH ME HOW TO CRY**—John Saxon, Sandra Dee, Teresa Wright—CS.
**THIS DAY ALONE**—Richard Egan, Julie London—CS.
**THIS IS RUSSIA**—Documentary produced by Sid Feder and Carey Wilson—Color.
**VIOLATORS, THE**—Arthur O'Connell—RKO.
**WESTERN STORY, THE**—Jock Mahoney, Gilbert Roland, Linda Cristal—Color—CS.

## Warner Bros.

**BABY DOLL** (607)—D—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama is best for sophisticated metropolitan spots—114m.—12-12-56—4263—(C).

**BAND OF ANGELS**—621—MD—Clark Gable, Yvonne De Carlo, Sidney Poitier—Gable entry has all the angles—127m.—7-24-57—4358—WC—(B).

**BIG LAND, THE** (610)—W—Alan Ladd, Virginia Mayo, Edmond O'Brien—Ladd hits the trail again in colorful outdoor show—93m.—2-6-57—4287—WC.

**BRIGHT LEAF** (633)—D—Gary Cooper, Lauren Bacall, Jack Carson—Names will help reissue—110m.—5-15-57—4329.

**COUNTERFEIT PLAN, THE** (612)—MD—Zachary Scott, Peggie Castle—Slow moving English meller for the lower half—79m.—4-3-57—4309—England.

**CURSE OF FRANKENSTEIN, THE** (620)—MD—Peter Cushing, Christopher Lee, Hazel Court—Gruesome horror item—83m.—6-26-57—4345—Color—English—(B).

**D.I., THE** (617)—D—Jack Webb, Don Dubbins, Jackie Loughery—Forceful and timely story of U. S. Marine recruiting—106m.—6-12-57—4338.

**DEEP ADVENTURE** (4912)—NOV—Ross Allen, Dottie Lee Phillips—Colorful addition to any program—46m.—4353—WC—(B).

**EAST OF EDEN** (414)—D—James Dean, Julie Harris, Raymond Massey—Dean name will help this high rating drama—115m.—4-3-57—4309—WC—CS—RE.

**FACE IN THE CROWD, A** (616)—D—Andy Griffith, Patricia Neal, Anthony Franciosa—Impressive, compelling drama for adults—125m.—6-12-57—4339—(B).

**GIANT** (606)—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—10-17-56—4239—WC.

**GIRL HE LEFT BEHIND, THE** (605)—C—Tab Hunter, Natalie Wood—Highly amusing entry—103m.—11-14-56—4252—(B).

**JAMES DEAN STORY, THE**—623—NOV—James Dean—Novelty for lower half depends on Dean addicts for draw—82m.—8-7-57—4363.

**JIM THORPE—ALL-AMERICAN** (631)—D—Burt Lancaster, Charles Bickford, Steve Cochran—Names should land reissue in the better money—107m.—5-15-57—4329.

**PARIS DOES STRANGE THINGS** (611)—C—Ingrid Bergman, Mel Ferrer, Jean Marais—Bergman name will barely carry this import—86m.—3-6-57—4299—TC—France—(B).

**PAJAMA GAME, THE**—624—MU—Doris Day, John Raitt, Carol Haney—Bright, highly entertaining musical—101m.—8-7-57—4363—WC—(B).

**PRINCE AND THE SHOWGIRL, THE** (618)—C—Marilyn Monroe, Laurence Olivier—117m.—5-29-57—4335—TC—(B).

**REBEL WITHOUT A CAUSE** (504)—D—James Dean, Natalie Wood—Dean name should still keep this in the better money—111m.—4-3-57—4309—WC—CS.

**RISING OF THE MOON, THE**—(622)—D—Cyril Cusack, Noel Purcell, Jack MacGowaran—Charming film of Ireland and its people—81m.—4353—Filmed in Ireland.

**SHOOT-OUT AT MEDICINE BEND** (615)—W—Randolph Scott, James Craig, Angie Dickinson Okay Randolph Scott programmer—87m.—4-17-57—4315.

**SPIRIT OF ST. LOUIS, THE** (614)—D—James Stewart, Patricia Smith, Murray Hamilton—High rating dramatic entertainment—138m.—3-6-57—WC—CS.

**STRANGERS ON A TRAIN** (635)—MD—Farley Granger, Ruth Roman, Robert Walker—Reissue of top flight Hitchcock meller—101m.—5-15-57—4329.

**TOP SECRET AFFAIR** (609)—C—Susan Hawyard, Kirk Douglas, Paul Stewart—Highly amusing comedy—100m.—1-23-57—4280—(B).

**TOWARD THE UNKNOWN** (604)—D—William Holden, Lloyd Nolan, Virginia Leith—Well-made timely offering should register strongly at boxoffice—115m.—10-3-56—4234—WC.

**UNTAMED YOUTH** (613)—MD—Mamie Van Doren, Lori Nelson, John Russell—Highly exploitable rock 'n' roll meller should have youth appeal—80m.—4-3-57—4309—(B).

**WEST POINT STORY, THE** (634)—C—James Cagney, Virginia Mayo, Doris Day—Reissue should prove pleasing entertainment—107m.—5-15-57—4329.

**WINNING TEAM, THE** (632)—D—Doris Day, Ronald Reagan, Frank Lovejoy—Name values should help reissue of baseball show—98m.—5-15-57—4329.

**WRONG MAN, THE** (608)—D—Henry Fonda, Vera Miles—Highly interesting drama—105m.—1-9-57—4275.

**X, THE UNKNOWN** (619)—MD—Dean Jagger, Edward Chapman—Okay science fiction entry for lower half—80m.—6-26-57—4345—English.

**YOUNG MAN WITH A HORN** (636)—D—Kirk Douglas, Lauren Bacall, Doris Day—Reissue has plenty of angles—112m.—5-15-57—4329.

### TO BE REVIEWED

**BLACK PATCH**—George Montgomery, Diane Brewster—(B).
**BLACK SCORPION**—Richard Denning, Mara Corday.
**BLONDE AND DANGEROUS**—Susan Oliver, Linda Reynolds, Carla Merey.
**CHASE A CROOKED SHADOW**—Richard Todd, Anne Baxter, Herbert Lom—English.
**DARBY'S RANGERS**—Etchika Choureau. James Garner, Jack Warden—WC.
**DEEP SIX, THE**—Alan Ladd, Dianne Foster. William Bendix.
**FIFTEEN BULLETS FROM FORT DOBB**—Clint Walker, Virginia Mayo.
**GREEN EYES**—Susan Oliver, Linda Reynolds, Carla Merey.
**HELEN MORGAN STORY, THE**—Ann Blyth, Paul Newman, Richard Carlson—CS.
**JAMBOREE**—Count Basie and Orchestra, Fats Domino.
**LEFT HANDED GUN, THE**—Paul Newman, Lita Milan.
**MARJORIE MORNINGSTAR**—Gene Kelly, Natalie Wood, Claire Trevor—C.
**NO SLEEP TILL DAWN**—Karl Malden, Natalie Wood—WC—CS.
**NO TIME FOR SERGEANTS**—Andy Griffith, Myron McCormick, Nick Adams.
**OLD MAN AND THE SEA, THE**—Spencer Tracy—WC—CS.
**SAYONARA**—Marlon Brando, Red Buttons, Patricia Owens—TE.
**STAKEOUT ON DOPE STREET**—Yale Wexler, Jonathan Haze, Abby Dalton.
**STORY OF MANKIND, THE**—Ronald Colman, Hedy LaMarr, Charles Coburn.
**WITH YOU IN MY ARMS**—Tab Hunter, Etchrika Choureau, J. Carroll Naish.
**WOMAN IN A DRESSING GOWN**—Yvonne Mitchell, Anthony Quayle—German.

## English Films

(Distributors' addresses will be furnished on request)

**WEE GEORDIE**—C—Bill Travers, Alastair Sim, Norah Gorsen—Highly amusing entry—93m.—1-23-57—4280—Times.

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ANGELS OF DARKNESS**—D—Linda Darnell, Anthony Quinn, Valentina Cortesa—Exploitation item—84m.—1-23-57—4281—Italy—Dubbed in English—Exelsior.

**DOCTORS, THE**—D—Raymond Pellegrin—Good entry for art spots—92m.—10-31-56—4244—France—Titles—Union-Kingsley Int.—(B).

**DON GIOVANNI**—MU—Filmed grand opera for art spots—153m.—2-20-57—4293—EC—Austria—Festival.

**FRENCH CAN CAN**—MU—Jean Gabin—Interesting Import—93m.—10-31-56—4244—TC—France—Titles—UMPO.

**INSIDE A GIRLS' DORMITORY**—C—Jean Marais, Francoise Arnoul—Amusing French who-done-it—100m.—11-14-56—4252—France—Titles—Ellis.

**LA SORCIERE**—D—Marina Vlady—Okay art house entry—97m.—1-23-57—4281—France—Titles—Ellis.

**LOST CONTINENT, THE**—DOC—Directed and produced by Leonardo Bonzi—Interesting documentary—69m.—4-3-57—4310—Color—CS—Italy—Lopert.

**MARCELINO** — D — Pablito Calvo — Interesting, charming import—90m.—10-31-56—4245—Spain—Titles—UMPO.

**NANA**—D—Martine Carol, Charles Boyer—Lavish French drama is tasteless stuff—122m.—4355—EC—France—Titles—Times—(C).

**OBERSTEIGHER DER (THE FOREMAN)**—C—Cute entry for foreign language and art spots—98m.—12-26-56—4271—Austria—Titles—Casino.

**PANTALOONS**—C—Fernandel—Amusing import with Fernandel—93m.—2-20-57—4293—TC—France—Titles—UMPO—(B).

**ROYAL AFFAIRS IN VERSAILLES**—D—Sacha Guitry, Claudette Colbert—Lengthy tale of French nobility for art spots—152m.—5-1-57—4320—EC—France—Titles—Times—(B).

**STELLA**—D—Fair Greek offering for art and specialty spots—93m.—6-12-57—4339—(Greek-made; English titles)—(Burstyn)—(C).

**TEL AVIV TAXI**—C—Israeli cast—Fair comedy—70m.—2-20-57—4293—Israel—English dialogue—Principal.

**TEMPEST IN THE FLESH**—D—Francoise Arnoul, Raymond Pellegrin—Highly effective adult import for the art spots—92m.—2-20-57—4294—France—Titles—Pacemaker.

**TWO LOVES HAD I**—MU—Gabriele Ferzatti, Marta Toren, Nadia Gray—Good entry for art spots—98m.—12-26-56—4271—Italy—English dialogue—TC—Jacon.

**VITELLONI**—D—Franco Fabrizi, Leonora Ruffo—Interesting import—103m.—12-12-56—4263 Italy—Titles—API—(B).

**WHITE SHEIK, THE**—C—Alberto Sordi, Brunella Bovo—Highly amusing import—86m.—4-3-57—4310—Italy—Titles—Janus—(B).

## Miscellaneous

(Distributors' addresses will be furnished on request)

**ALBERT SCHWEITZER**—BIOD—Produced and directed by Jerome Hill—Attractive biographical drama for art sports—80m.—3-20-57—4303—EC—(deRochemont).

**BAGDAD AFTER MIDNIGHT**—BUR—For exploitation, burlesque spots—60m.—10-31-56—4245—(Sonney).

**BIG FUN CARNIVAL, THE**—NOV—Marian Stafford, Jared Reed, the Bunin Puppets—Novelty should please youngsters at special showings—90m.—1-23-57—4281—(APA).

**CARTOUCHE**—MD—Richard Basehart, Patricia Roc—Lower half filler—73m.—9-4-57—4375—(RKO).

**CURFEW BREAKERS**—MD—Paul Kelly, Cathy Downs, Regis Toomey—Mild, Inept expose of drug traffic among high school teenagers—70m.—4-3-57—4310—(Screen Guild).

**DANCE HALL RACKET**—MD—Produced by George Weiss; directed by Phil Tucker—For the lower half of indiscriminating expolitations spots—62m.—10-3-46—4235—(Weiss).

**DAUGHTER OF HORROR** (Dementia)—MD—Adrienne Barret—Exploitation entry is only suited for particular situations—60m.—2-20-57—4294—(E.P.I.).

**FLAMING TEEN-AGE, THE**—MD—Noel Reyburn, Ethel Barrett—Amateurish "fast buck" attempt—55m.—5-15-57—4329—(Truman Ent.).

**FLESH MERCHANT, THE**—MD—Fast buck stuff for exploitation spots—59m.—9-19-56—4227—(Sonney).

**FRONTIER WOMAN**—W—Cindy Carson, Lance Fuuller, Ann Kelly—Indian thriller okay for duallers—80m.—1-9-57—4275—EC—Vistarama—(Top).

**IS YOUR HONEYMOON REALLY NECESSARY**—C—Diana Dors—Pleasing bedroom farce—70m.—10-31-56—4244—English—(Brenner).

**LOVE ME MADLY**—C—Marilyn Waltz, Lynn Craig—"Fast buck" compilation—60m.—12-26-56—4271—Part Color—(McCarthy).

**NAKED EYE, THE**—DOC—Written, directed and produced by Louis Clyde Stoumen—Entry on photography for the art and specialty spots—71m.—5-1-57—4320—Part Color—(Film Rep.).

**NOAH'S ARK**—D—Dolores Costello, George O'Brien, Noah Beery—Museum piece has exploitation possibilities—72m.—7-24—57—4359—(Associated Artists-Dominent)—RE.

**OKLAHOMA!**—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—10-19-56—4051—EC—Todd-AO—(B)—(Magna).

**OEDIPUS REX**—D—Players of the Stratford, Ontario, Shakespearean Festival—Strictly for the specialty spots and situations catering to the school trade, drama troups, etc.—88m.—1-23-57—4281—EC—(MPD).

**ON THE BOWERY**—DOC—Produced by Lionel Rogosin—Off-beat and interesting documentary for specialty spots—65m.—4-17-57—4315—(Rogosin).

**ROCK BABY, ROCK IT**—MU—Johnny Carroll, Don Coats, Kay Wheeler—Mediocre "beat" film—67m.—5-15-57—4329—(Freebar Dis't).

**ROCKIN' THE BLUES**—MU—Mantan Moreland, Flourney Miller, Hal Jackson—All Negro rock 'n' roll opus should click in some spots—66m.—4-3-57—4310—(Jewel).

**THEY WHO DARE**—MD—Dirk Bogarde, Akim Tamiroff—Interesting war entry—101m.—1-25-57—4092—TC—(Famous).

**THRILLARAMA**—NOV—Albert Reynolds' wide screen novelty has technical problems, but can be played at many situations as a change of pace—90m.—3-6-57—4299—EC—(Thrillarama).

**UNTAMED MISTRESS**—NOV—Lower half exploitation subject—70m.—10-31-56—4245—Color—(Armond).

**VIOLENT YEARS, THE**—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—10-17-56—4239—(Phoenix).

**WALK THE DARK STREET**—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—10-31-56—4245—(Dominant).

**WETBACKS**—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—10-31-56—4246—Color—(Gibraltar).

**WHITE SLAVERY**—DOC—Photographed by Michael Steel—Has exploitation possibilities—56m.—7-24-57—4359—(Eden).

# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1955-56 shorts product will be found on pages 4321, and 4322 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR.—Ed.)

## Buena Vista

### TECHNICOLOR FEATURETTE

| | | | | |
|---|---|---|---|---|
| | (............) | Cow Dog | E | 22m. 4246 |
| | (............) | Wet Back Island | E | 18m. 4331 |

### PEOPLES AND PLACES

(CinemaScope; Technicolor)

| | | | | |
|---|---|---|---|---|
| | (............) | Disneyland | E | 42m. 4271 |

### WALT DISNEY CARTOONS

| | | | | |
|---|---|---|---|---|
| | (............) | A Cowboy Needs A Horse | E | 8m. 4247 |

### WALT DISNEY CLASSIC CARTOON REISSUES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 74101 | (Aug. 3) | The Hockey Champ | E | 7m. 4208 |
| 74102 | (Aug. 24) | Pluto At The Zoo | G | 8m. 4211 |
| 74103 | (Sept. 14) | Donald's Tire Trouble | E | 7m. 4247 |
| 74104 | (Oct. 5) | The Purloined Pup | G | 7m. 4247 |
| 74105 | (Oct. 26) | Bill Posters | G | 8m. 4252 |
| 74106 | (Nov. 16) | Pluto's Playmate | E | 8m. 4256 |
| 74107 | (Dec. 7) | Donald's Snow Fight | G | 7m. 4283 |
| 74108 | (Dec. 28) | Society Dog Show | E | 7m. 4283 |
| 74108 | (Jan. 18) | Donald's Gold Mine | G | 7m. 4283 |
| 74110 | (Feb. 8) | T-Bone For Two | G | 7m. 4283 |
| 74111 | (Mar. 1) | Dumbell Of The Yukon | G | 7m. 4294 |
| 74112 | (Mar. 22) | Bone Trouble | E | 9m. 4294 |
| 74113 | (............) | Window Cleaners | G | 8½m. 4295 |

## Columbia

### TWO REEL
### COMEDIES
### ALL-STAR

| | | | | |
|---|---|---|---|---|
| 1475 | (Nov. 22) | Pardon My Nightshirt (Clyde) | F | 16m. 4283 |

### ASSORTED FAVORITE REPRINTS (6)

| | | | | |
|---|---|---|---|---|
| 1421 | (Sept. 20) | Clunked In The Clink (Vague) | F | 16m. 4246 |
| 1422 | (Oct. 18) | When The Wife's Away (Hugh Herbert) | F | 17m. 4246 |
| 1423 | (Dec. 12) | She Took A Powder (Vague) | G | 16m. 4294 |
| 1424 | (Jan. 3) | Nervous Shakedown (Herbert) | F | 15½m. 4294 |
| 1425 | (Feb. 7) | A Miss In A Mess (Vague) | F | 15½m. 4303 |
| 1426 | (Apr. 4) | Hot Heir (Hugh Herbert) | F | 18m. 4335 |

### COMEDY FAVORITES RE-RELEASES

| | | | | |
|---|---|---|---|---|
| 1431 | (Oct. 11) | Scooper Dooper (Sterling Holloway) | F | 18m. 4246 |
| 1432 | (Nov. 15) | Jiggers My Wife (Shemp Howard) | F | 18m. 4294 |
| 1433 | (Dec. 20) | The Sheepish Wolf (VonZell) | F | 17½m. 4294 |
| 1434 | (Jan. 24) | Where The Pest Begins (Shemp Howard) | B | 17m. 4294 |
| 1435 | (Mar. 7) | Stage Frights (Collins and Kennedy) | F | 19m. 4335 |
| 1436 | (June 6) | Mr. Wright Goes Wrong (Sterling Holloway) | F | 19m. 4368 |

### CINEMASCOPE MUSICAL TRAVELARKS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1441 | (Feb. 14) | Wonders of New Orleans | G | 19m. 4275 |
| 1442 | (Apr. 18) | Wonders of Washington | E | 20m. 4310 |
| 1443 | (June 27) | Arrivederci Roma | G | 20m. 4376 |

### SERIALS

| | | | | |
|---|---|---|---|---|
| 1120 | (Nov. ) | Hop Harrigan (Reissue) | G | 15ep. 4272 |
| 1140 | (Mar. ) | Congo Bill (Reissue) | G | 15ep. 4311 |
| 1160 | (June 13) | The Green Goddess (Reissue) | F | 15ep. 4347 |

### THE THREE STOOGES (8)

| | | | | |
|---|---|---|---|---|
| 1401 | (Sept. 6) | Hot Stuff | F | 16m. 4246 |
| 1402 | (Oct. 4) | Scheming Schemers | F | 16m. 4259 |
| 1403 | (Nov. 8) | Commotion On The Ocean | F | 16m. 4275 |
| 1404 | (Jan. 17) | Hoofs and Goofs | B | 15½m. 4281 |
| 1405 | (Feb. 28) | Muscle Up A Little Closer | F | 17m. 4294 |
| 1406 | (Mar. 28) | A Merry Mix-Up | F | 16m. 4310 |
| 1407 | (Apr. 18) | Space Ship Sappy | G | 16m. 4345 |
| 1408 | (June 13) | Guns A Poppin' | | |

### One Reel

### CANDID MICROPHONES

(Reissue)

| | | | | |
|---|---|---|---|---|
| 1551 | (Sept. 20) | Series 3, No. 3 | G | 10½m. 4256 |
| 1552 | (Dec. 6) | Series 3, No. 4 | F | 11m. 4295 |
| 1553 | (Jan. 3) | Series 3, No. 5 | G | 10m. 4295 |
| 1554 | (Mar. 7) | Series 3, No. 6 | F | 10m. 4339 |
| 1555 | (.......) | Series 4 No. 1 | F | 9m. 4369 |
| 1556 | (.......) | Series 4 No. 2 | F | 11m. 4369 |

### CAVALCADE OF BROADWAY

(Reissue)

| | | | | |
|---|---|---|---|---|
| 1951 | (Sept. 6) | Cafe Society | G | 11m. 4256 |
| 1952 | (Nov. 8) | Blue Angel | G | 10½m. 4295 |
| 1953 | (Dec. 21) | Village Born | G | 9m. 4295 |
| 1954 | (Feb. 21) | Leon And Eddie's | G | 11m. 4315 |
| 1955 | (Apr. 11) | The Versailles | G | 10m. 4335 |
| 1956 | (June 13) | The China Doll | G | 10m. 4369 |

### COLOR FAVORITES CARTOONS

(Technicolor)

(Reissue)

| | | | | |
|---|---|---|---|---|
| 1601 | (Sept. 6) | Leave Us Chase It | F | 6½m. 4247 |
| 1602 | (Oct. 4) | Topsy Turkey | F | 6½m. 4247 |
| 1603 | (Nov. 1) | Silent Tweetment | F | 6½m. 4295 |
| 1604 | (Nov. 15) | Coo-Coo Bird Dog | F | 6m. 4294 |
| 1605 | (Dec. 13) | Concerto In B-Flat Minor | G | 7m. 4294 |
| 1606 | (Jan. 17) | Robin Hoodlum | G | 7m. 4295 |
| 1607 | (Feb. 7) | Fowl Brawl | F | 7m. 4303 |
| 1608 | (Feb. 21) | Magic Fluke | G | 7m. 4311 |
| 1609 | (Mar. 14) | Cat-Tastrophy | F | 6m. 4331 |
| 1610 | (Apr. 4) | Punchy DeLeon | G | 6½m. 4331 |
| 1611 | (Apr. 18) | Wacky Quacky | F | 6m. 4335 |
| 1612 | (June 6) | Grape Nutty | F | 6m. 4368 |
| 1613 | (June 20) | Swing Monkey Swing | G | 7½m. 4368 |
| 1614 | (July 4) | Two Lazy Crows | F | 7m. 4369 |
| 1615 | (July 18) | Indian Serenade | G | 8m. 4368 |

### CINEMASCOPE MAGOOS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1751 | (Sept. 13) | Trail Blazer Magoo | E | 6m. 4246 |
| 1752 | (Oct. 18) | Magoo's Problem Child | G | 6½m. 4246 |
| 1753 | (Dec. 27) | Meet Mother Magoo | E | 6m. 4283 |
| 1754 | (Feb. 21) | Magoo Goes Overboard | G | 6m. 4294 |
| 1755 | (Apr. 25) | Matador Magoo | E | 6m. 4339 |
| 1756 | (June 27) | Mr. Magoo Breaks Par | G | 6m. 4368 |
| 1757 | (July 25) | Magoo's Glorious Fourth | | |
| 1758 | (Aug. 15) | Magoo's Masquerade | | |

### SCREEN SNAPSHOTS

| | | | | |
|---|---|---|---|---|
| 1851 | (Dec. 15) | Hollywood Stars At A Party (Color) | F | 9½m. 4283 |
| 1852 | (Feb. 28) | Hollywood Star Night (Tech.) | G | 10m. 4315 |
| 1853 | (Mar. 28) | WAIF International Ball (Color) | G | 9m. 4347 |
| 1854 | (Apr. 25) | Walter Winchell Party (Color) | E | 9m. 4347 |
| 1855 | (May 30) | Meet The Photoplay Winners | F | 10m. 4371 |
| 1856 | (June 27) | The Mocambo Party | F | 10m. 4371 |

### WORLD OF SPORTS

| | | | | |
|---|---|---|---|---|
| 1801 | (Oct. 25) | Asphalt Playground | G | 10m. 4276 |
| 1802 | (Nov. 29) | Midget Musclemen | G | 9m. 4283 |
| 1803 | (Dec. 27) | Tee Topnotchers | F | 10m. 4295 |
| 1804 | (Jan. 31) | Sharpshootin' Sportsmen | F | 9m. 4295 |
| 1805 | (Feb. 28) | Flying Horses | F | 9m. 4315 |
| 1806 | (Apr. 25) | Winged Fury | E | 9m. 4339 |
| 1807 | (May 30) | Panama Playland | G | 9m. 4376 |
| 1808 | (June 27) | Anglin' Around | G | 10m. 4371 |
| 1809 | (July 25) | Wrasslin' Up a Storm | | |

## MGM

### THREE REEL

### CINEMASCOPE SPECIAL

(Eastman Color)

| | | | | |
|---|---|---|---|---|
| A-801 | (Oct. 5) | The Battle Of Gettysburg | E | 30m. 4252 |

### One Reel

### CINEMASCOPE CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| C-831 | (Sept. 7) | Muscle Beach Tom | G | 7m. 4203 |
| C-832 | (Sept. 21) | Millionaire Droopy | E | 7m. 4208 |
| C-833 | (Oct. 12) | Downbeat Bear | G | 7m. 4208 |
| C-834 | (Nov. 16) | Blue Cat Blues | G | 7m. 4299 |
| C-835 | (Dec. 14) | Barbecue Brawl | G | 7m. 4311 |
| C-836 | (Jan. 25) | Cat's Meow | F | 7m.4311 |
| C-837 | (Feb. 22) | Tops With Pops | F | 7m. 4315 |
| C-838 | (Mar. 29) | Give And Tyke | G | 7m. 4315 |
| C-839 | (Apr. 19) | Timid Tabby | G | 7m. 4347 |
| C-840 | (May 17) | Grin And Share It | G | 7m. 4347 |
| C-841 | (June 17) | Feedin' The Kiddie | G | 8m. 4347 |
| C-842 | (July 26) | Scat Cats | G | 7m. 4347 |

### GOLD MEDAL REPRINT CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| W-861 | (Sept. 28) | Polka Dot Puss (T-J) | F | 8m. 4236 |
| W-862 | (Oct. 5) | The Bear And The Bean (B-B) | G | 7m. 4235 |
| W-863 | (Oct. 26) | Heavenly Puss (T-J) | F | 8m. 4235 |
| W-864 | (Nov. 9) | Bad Luck Blackie (T-A) | G | 7m. 4260 |
| W-865 | (Nov. 30) | Cueball Cat (T-J) | G | 7m. 4260 |
| W-866 | (Dec. 7) | Senor Droopy (D) | G | 8m. 4260 |
| W-867 | (Dec. 28) | Little Rural Riding Hood (T-A) | G | 6m. 4260 |
| W-868 | (Jan. 4) | The Cat And The Mermouse (T-J) | G | 7½m. 4311 |
| W-869 | (Jan. 18) | The Cuckoo Clock (T-A) | G | 7m. 4311 |
| W-870 | (Feb. 1) | Tennis Chumps (T-J) | E | 7m. 4311 |
| W-871 | (Feb. 15) | The Bear And The Hare (B-B) | F | 7m. 4311 |
| W-872 | (Mar. 8) | Saturday Evening Puss (T-J) | G | 7m. 4311 |
| W-873 | (Mar. 22) | Garden Gophers (T-A) | F | 7m. 4311 |
| W-874 | (Apr. 5) | Little Quacker | G | 7m. 4359 |
| W-875 | (Apr. 26) | The Chump Champ | F | 7m. 4359 |
| W-876 | (May 3) | Safety Second | G | 7m. 4368 |
| W-877 | (May.24) | The Peachy Cobbler | G | 7m. 4368 |
| W-878 | (June 21) | The Framed Cat | G | 7m. 4368 |

## Paramount

### CARTOON CHAMPION REISSUES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| S16-1 | (Sept. 21) | Mice Meeting You | G | 7m. 4235 |
| S16-2 | (Sept. 21) | Sock-A-Bye Kitty | G | 7m. 4236 |
| S16-3 | (Sept. 21) | Casper's Spree Under The Sea | E | 8m. 4235 |
| S16-4 | (Sept. 21) | One Quack Mind | F | 7m. 4235 |
| S16-5 | (Sept. 21) | Mice Paradise | G | 7m. 4235 |
| S16-6 | (Sept. 21) | Once Upon A Rhyme | G | 8m. 4235 |
| S16-7 | (Sept. 28) | Hold The Lion Please | G | 7m. 4235 |
| S16-8 | (Sept. 28) | Land Of Lost Watches | G | 9m. 4235 |
| S16-9 | (Sept. 28) | To Boo Or Not To Boo | G | 7m. 4236 |
| S16-10 | (Sept. 28) | As The Crow Lies | F | 6m. 4235 |
| S16-11 | (Sept. 28) | Slip Us Some Redskin | G | 7m. 4236 |
| S16-12 | (Sept. 28) | Boo Scout | G | 8m. 4235 |

### CASPER CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| B16-1 | (Nov. 2) | Fright From Wrong | G | 6m. 4256 |
| B16-2 | (Jan. 4) | Spooking About Africa | F | 6m. 4295 |
| B16-3 | (Mar. 1) | Hooky Spooky | F | 6m. 4355 |
| B16-4 | (May 24) | Peekaboo | F | 6m. 4359 |
| B16-5 | (July 19) | Ghost of Honor | | |
| B16-6 | (Aug. 30) | Ice Scream | | |

### HERMAN AND CATNIP CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| H16-1 | (Dec. 7) | Hide And Peak | F | 6m. 4295 |
| H16-2 | (Feb. 22) | Cat In The Act | F | 6m. 4355 |
| H16-3 | (June 14) | Sky Scrappers | | |
| H16-4 | (Aug. 16) | From Mad To Worse | | |

### NOVELTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| P16-1 | (Oct. 19) | Sir Irving And Jeames | G | 7m. 4256 |
| P16-2 | (Dec. 21) | Lion In The Roar | F | 6m. 4295 |
| P16-3 | (Jan. 25) | Pest Pupil | F | 6m. 4295 |
| P16-4 | (Mar. 29) | Fishing Tackler | F | 6m. 4355 |
| P16-5 | (June 7) | Mr. Money Gags | G | 7m. 4355 |
| P16-6 | (July 5) | L'Amour The Merrier | | |

### POPEYE CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| E16-1 | (Oct. 12) | Parlez Vous Woo | G | 6m. 4256 |
| E16-2 | (Nov. 16) | I Don't Scare | F | 6m. 4295 |
| E16-3 | (Dec. 14) | A Haul In One | G | 6m. 4295 |
| E16-4 | (Feb. 8) | Nearlyweds | F | 7m. 4355 |
| E16-5 | (Apr. 5) | The Crystal Brawl | F | 6m. 4359 |
| E16-6 | (May 10) | Patriotic Popeye | F | 8m. 4368 |
| E16-7 | (June 21) | Spree Lunch | | |
| E16-8 | (Aug. 9) | Spooky Swabs | | |

### SPEAKING OF ANIMALS CHAMPIONS

(Reissue)

| | | | | |
|---|---|---|---|---|
| A15-1 | (Sept. 30) | Tain't So | F | 10m. 4044 |
| A15-2 | (Sept. 30) | Monkey Shines | G | 9m. 4044 |
| A15-3 | (Sept. 30) | Be Kind To Animals | E | 8m. 4043 |
| A15-4 | (Sept. 30) | From A To Zoo | E | 9m. 4043 |

### TOPPERS

| | | | | |
|---|---|---|---|---|
| M15-1 | (Oct. 7) | Three Kisses | E | 10m. 4084 |
| M15-2 | (Nov. 11) | Reunion In Paris | G | 10m. 4096 |
| M15-3 | (Jan. 27) | Animals A La Carte | F | 10m. 4105 |
| M15-4 | (Mar. 9) | There's Gold In Them Thrills | F | 10m. 4126 |
| M15-5 | (May 4) | Ups And Downs | G | 9m. 4179 |
| M15-6 | (Aug. 24) | Herman Hickman's Football Review | G | 10m. 4256 |

### VISTAVISION SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| V15-1 | (............) | Bing Presents Oreste | E | 10m. 4126 |
| V15-2 | (June 29) | VistaVision Visits Panama | G | 10m. 4187 |
| V15-3 | (Aug. 3) | VistaVision Visits Gibraltar | G | 10m. 4240 |
| V15-4 | (Oct. 5) | VistaVision Visits Austria | E | 17m. 4252 |

## Republic

### SERIALS

| | | | | |
|---|---|---|---|---|
| 5682 | (Oct. 15) | Federal Operator 99 (Reissue) | G | 12ep. 4246 |
| 5683 | (Jan. 14) | Dangers Of The Canadian Mounted (Reissue) | G | 12ep. 4299 |
| 5684 | (Apr. 8) | The Purple Monster Strikes (Reissue) | G | 15ep. 4323 |

## 20th Century-Fox

### ONE REEL

### CINEMASCOPE

(Color)

| | | | | |
|---|---|---|---|---|
| 7701 | (Jan. ) | Port Of Sports | G | 9m. 4331 |
| 7702 | (Feb. ) | Divided By The Sea | E | 7m. 4331 |
| 7703 | (Mar. ) | Future Baseball Champs (Black and White) | G | 10m. 4331 |
| 7704 | (Apr. ) | Bluefin Fury | E | 8m. 4331 |
| 7705 | (May ) | Orient Express To Hong Kong | G | 9m. 4331 |
| 7706 | (June ) | Guardians Of The North | G | 8m. 4369 |
| 7707 | (July ) | Tempo Of Tomorrow | F | 8m. 4376 |
| 7708 | (Aug. ) | Swamp Boat Sports | E | 9m. 4376 |
| 7709 | (Sept. ) | Midway Medley | | |
| 7710 | (Oct. ) | Journey Thru Ceylon | | |

### TWO REEL

### CINEMASCOPE COLOR SPECIALS

| | | | | |
|---|---|---|---|---|
| 7608 | (Apr. ) | Land Of The Bible (DeLuxe Color) | E | 18m. 4114 |
| 7609 | (June ) | Dark Wave (Technicolor) | E | 23m. 4177 |

One Reel

### CINEMASCOPE TERRYTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5701 | (Jan. ) | John Doormat In Topsy TV | F | 7m. 4315 |
| 5702 | (Feb. ) | Spoofy In Gag Buster | F | 7m. 4355 |
| 5703 | (Mar. ) | Beefy In A Bum Steer | F | 7m. 4355 |
| 5704 | (Apr. ) | Sniffer In The Bone Ranger | | |
| 5705 | (May ) | Gaston Is Here | G | 6m. 4368 |
| 5706 | (June ) | Shove Thy Neighbor | | |
| 5707 | (July ) | Clint Clobber's Cat | F | 6m. 4376 |
| 5708 | (Aug. ) | Flebus | G | 7m. 4331 |

### TERRYTOON TOPPERS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5731 | (Jan. ) | Heckle And Jeckle In Pirate's Gold | G | 7m. 4355 |
| 5732 | (Feb. ) | A Hare-Breadth Finish | G | 7m. 4339 |
| 5733 | (Mar. ) | African Jungle Hunt | F | 7m. 4347 |
| 5734 | (Apr. ) | Dimwit In Daddy's Little Darling | | |
| 5735 | (May ) | Love Is Blind | | |
| 5736 | (June ) | Beauty On The Beach | | |
| 5737 | (July ) | All This And Rabbit Stew | | |
| 5738 | (Aug. ) | Beaver Trouble | | |
| 5739 | (Sept. ) | Mighty Mouse In Goons From The Moon | | |
| 5740 | (Oct. ) | Nutsy In Squirrel Crazy | | |

### MOVIETONE MELODY

| | | | | |
|---|---|---|---|---|
| 7201 | (Nov. ) | Lawrence Welk and His Champagne Music (Reissue) | F | 9m. 4295 |

## Universal-International

### Two Reel

### SPECIALS

| | | | | |
|---|---|---|---|---|
| 3601 | (Mar. 4) | Song of The Grape (Color) | G | 20m. 4323 |
| 3602 | (July 8) | So Proudly We Hail (CS) | | |

### MUSICAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 3651 | (Nov. 25) | Riddles In Rhythm | G | 15m. 4283 |
| 3652 | (Dec. 17) | Skylarkin' Time | F | 15m. 4283 |
| 3653 | (Feb. 11) | Rhythms With Regis | F | 14m. 4315 |
| 3654 | (Feb. 25) | Golden Ladder | G | 15m. 4323 |
| 3655 | (Mar. 11) | Swingin' And Singin' | G | 15m. 4331 |
| 3656 | (April 8) | Riot In Rhythm | G | 16m. 4368 |
| 3657 | (May 6) | Dance Demons | G | 15m. 4368 |
| 3658 | (June 3) | Record Hop | | |
| 3659 | (July 1) | Salute To Song | | |
| 3660 | (July 29) | Taps And Tunes | | |
| 3661 | (Aug. 19) | Rolling In Rhythm | | |

### LAWRENCE WELK MUSICAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 3607 | ( ) | Champagne Music | | |
| 3608 | ( ) | Lawrence Welk & Orch. | | |
| 3609 | ( ) | The Modernaires and Lawrence Welk & Orch. | | |

### COLOR PARADES

| | | | | |
|---|---|---|---|---|
| 3671 | (Dec. 24) | Holiday In The Hills | G | 9m. 4283 |
| 3672 | (Jan. 21) | Valley of Two Faces (CS) | G | 10m. 4283 |
| 3673 | (Feb. 11) | Frozen Frontier | G | 9m. 4323 |
| 3674 | (Mar. 25) | Junior Jamboree | G | 9m. 4323 |
| 3675 | (May 20) | Crossroads Of The Ages | G | 9m. 4323 |
| 3676 | (July 1) | The Lion Dancers (CS) | | |
| 3677 | (Sept. 2) | Hurray All Boats | G | 9m. 4376 |
| 3678 | (Oct. 14) | A Brief Case | | |

### WALTER LANTZ CARTUNES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 3611 | (Dec. 17) | Woodpecker Meets Davy Crewcut | G | 6m. 4283 |
| 3612 | (Jan. 14) | Fowled Up Party | G | 6m. 4283 |
| 3613 | (Feb. 11) | Red Riding Hoodlum | G | 6m. 4283 |
| 3614 | (Mar. 11) | The Plumber Of Seville | F | 6m. 4283 |
| 3615 | (Apr. 8) | Box Car Bandit | G | 6m. 4283 |
| 3616 | (May 6) | Operation Cold Feet | G | 6m. 4283 |
| 3617 | (June 3) | Unbearable Salesman | | |
| 3618 | (July 1) | International Woodpecker | G | 6m. 4323 |
| 3619 | (July 29) | To Catch A Woodpecker | | |
| 3620 | (Aug. 26) | Goofy Gardner | F | 6m. 4376 |
| 3621 | (Sept. 23) | Round Trip To Mars | | |

### VARIETY VIEWS

| | | | | |
|---|---|---|---|---|
| 3691 | (Feb. 4) | Milk Run | G | 9m. 4323 |
| 3692 | (Mar. 4) | Monkeys Are The Craziest | F | 9m. 4323 |
| 3693 | (Apr. 1) | Bear Cubs Go Rural | F | 9m. 4323 |
| 3694 | (May 6) | Brooklyn Goes To Detroit | F | 9m. 4323 |
| 3695 | (June 17) | Your Zoo | E | 9m. 4371 |
| 3696 | (July 15) | What Is A Safari | | |
| 3697 | (Aug. 26) | Hot Reel | | |
| 3698 | (Sept. 23) | Brooklyn Goes To New Orleans | | |

## Warners

### SPECIAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 4911 | (............) | Chasing The Sun | G | 36m. 4252 |

### Two Reel

### WARNERCOLOR SCOPE GEMS (4)

| | | | | |
|---|---|---|---|---|
| 4101 | (Oct. 6) | South Of The Himalayas | E | 18m. 4264 |
| 4102 | (Dec. 29) | The Legend Of El Dorado | E | 18m. 4310 |
| 4103 | (July 13) | Blue Danube | | |

### SPECIALS (4)

(WarnerColor)

| | | | | |
|---|---|---|---|---|
| 4001 | (Sept. 8) | East Is East | G | 18m. 4246 |
| 4002 | (Dec. 2) | Howdy Partner | G | 18m. 4311 |
| 4003 | (Mar. 2) | Pearls Of The Pacific | G | 18m. 4368 |

### One Reel

### BLUE RIBBON HIT PARADES

(Reissue)

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4301 | (Sept. 15) | Mouse Mazurka | F | 8m. 4247 |
| 4302 | (Oct. 20) | Paying The Piper | F | 7m. 4247 |
| 4303 | (Nov. 17) | Daffy Duck Hunt | F | 7m. 4264 |
| 4304 | (Dec. 1) | Henhouse Hennery | E | 7m. 4272 |
| 4305 | (Jan. 19) | Swallow The Leader | F | 7m. 4323 |
| 4306 | (Feb. 2) | For Scent-Imental Reasons | G | 7m. 4323 |
| 4307 | (Mar. 9) | Mouse Wreckers | G | 7m. 4323 |
| 4308 | (Apr. 6) | Dough For The Do-Do | F | 7m. 4323 |
| 4309 | (Apr. 27) | Fast And Furry-Ous | G | 7m. 4323 |
| 4310 | (May 18) | Bear Feat | E | 8m. 4359 |
| 4311 | (June 15) | Each Dawn I Crow | G | 7m. 4368 |
| 4312 | (June 29) | Bad Ol' Putty Tat | F | 7m. 4368 |
| 4313 | (Aug. 24) | Hippety Hopper | | |

### BUGS BUNNY SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4723 | (Sept. 15) | A Star Is Bored | G | 7m. 4247 |
| 4724 | (Oct. 27) | Wideo Rabbit | G | 7m. 4256 |
| 4725 | (Dec. 15) | To Hare Is Human | F | 7m. 4311 |
| 4726 | (Feb. 9) | Ali Baba Bunny | E | 7m. 4311 |
| 4727 | (Apr. 13) | Bedeviled Rabbit | F | 7m. 4368 |
| 4728 | (May 25) | Piker's Peak | G | 7m. 4368 |
| 4729 | (July 6) | What's Opera Doc? | E | 7m. 4369 |
| 4730 | (Aug. 31) | Mugsy and Bugsy | G | 7m. 4368 |

### MERRIE MELODIES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4701 | (Sept. 1) | Slap Hoppy Mouse | G | 7m. 4227 |
| 4702 | (Sept. 20) | Deduce, You Say! | G | 7m. 4247 |
| 4703 | (Oct. 13) | Yankee Dood It | F | 7m. 4256 |
| 4704 | (Nov. 10) | There They Go-Go-Go | F | 7m. 4256 |
| 4705 | (Nov. 24) | Two Crows From Tacos | G | 7m. 4247 |
| 4706 | (Dec. 8) | The Honey Mousers | G | 7m. 4311 |
| 4707 | (Jan. 5) | The Three Little Bops | E | 7m. 4311 |
| 4708 | (Jan. 12) | Tweet Zoo | F | 7m. 4311 |
| 4709 | (Jan. 26) | Scrambled Aches | F | 7m. 4311 |
| 4710 | (Feb. 23) | Go Fly A Kite | G | 7m. 4311 |
| 4711 | (Mar. 16) | Tweety And The Beanstalk | E | 7m. 4311 |
| 4712 | (Apr. 20) | Boyhood Daze | G | 7m. 4368 |
| 4713 | (May 4) | Cheese It, The Cat | F | 7m. 4368 |
| 4714 | (May 11) | Fox Terror | F | 7m. 4368 |
| 4715 | (June 8) | Steal Wool | F | 7m. 4368 |
| 4716 | (June 22) | Boston Quackie | G | 7m. 4368 |
| 4717 | (July 20) | Tobasco Road | | |
| 4718 | (Aug. 10) | Birds Anonymous | | |
| 4719 | (Aug. 17) | Ducking The Devil | | |
| 4720 | (Sept. 14) | Zoom And Bored | | |
| 4721 | (Sept.28) | Greedy For Tweety | | |
| 4722 | (Oct. 12) | Touche And Go | | |

### WARNERCOLOR SPECIALS (6)

| | | | | |
|---|---|---|---|---|
| 4401 | (Oct. 27) | Playtime Pals | G | 9m. 4247 |
| 4402 | (Mar. 30) | I'll Be Doggoned | E | 10m. 4369 |
| 4403 | (July 27) | Tales Of The Black Forest | | |

### WARNERCOLOR SCOPE GEMS (6)

| | | | | |
|---|---|---|---|---|
| 4501 | (Sept. 22) | Crossroads Of The World | E | 9m. 4276 |
| 4502 | (Nov. 3) | Magic In The Sun | E | 8m. 4283 |
| 4503 | (Feb. 16) | Under Carib Skies | F | 9m. 4323 |
| 4504 | (Aug. 3) | Alpine Glory | | |

## Miscellaneous

| | | |
|---|---|---|
| Bloodstock (BIS) (Color) | F | 15m. 4310 |
| Bespoke Overcoat, The (Arthur) | F | 33m. 4281 |
| Challenge In The Air (BIS) | F | 13½m. 4315 |
| Face Of Lincoln, The (Cavalcade) | G | 20m. 4331 |
| Hidden Talent (McCarthy) | F | 17m. 4272 |
| Impression Of London, An (BIS) (Technicolor) | E | 14m. 4311 |
| Majesty Of The Air (BIS) (Tech.) | G | 21m. 4311 |
| Red Balloon, The (Lopert) (Tech.) | E | 34m. 4310 |
| Suez Canal—(Technicolor)—(deRochemont) | E | 25m. 4221 |
| Trooping The Colour (BIS) (Tech.) | G | 10m. 4331 |
| True Story Of The Civil War, The (Film Representations) | E | 33m. 4331 |
| Undersea Conquest (Lexington) (Color) | G | 18m. 4347 |

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

| | A.A. | COLUMBIA | M.G.M. | PARAMOUNT | RANK | REPUBLIC | 20th-FOX | U.A. | UNIVERSAL | WARNERS | MISC. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NOW IN GENERAL RELEASE | **Let's Be Happy** (CS-TC) Tony Martin, Vera-Ellen<br>**Spook Chasers** Bowery Boys<br>**Hot Rod Rumble** Leigh Snowden, Wright King<br>**Aqua Dive Girl** Mara Corday, Pat Conway<br>**Love In The Afternoon** Gary Cooper Audrey Hepburn Maurice Chevalier<br>**Daughter Of Dr. Jekyll** John Agar Gloria Talbott<br>**Dino** Sal Mineo Susan Kohner Brian Keith<br>**The Disembodied** Paul Burke Allison Hayes<br>**Cyclops** James Craig Gloria Talbott Lon Chaney, Jr. | **Fire Down Below** (CS-TC) Rita Hayworth, Robert Mitchum, Jack Lemmon<br>**20 Million Miles To Earth** William Hopper, Joan Taylor<br>**The 27th Day** Gene Barry, Valerie French<br>**Jeanne Eagels** Kim Novak Jeff Chandler<br>**The Young Don't Cry** Sal Mineo James Whitmore<br>**No Time To Be Young** Robert Vaughn Dorothy Green<br>**Town On Trial** John Mills Barbara Bates<br>**Pickup Alley** (CS) Victor Mature Anita Ekberg<br>**3:10 To Yuma** Glenn Ford Van Heflin Kathryn Grant | **This Could Be The Night** (CS) Jean Simmons, Paul Douglas, Joan Blondell<br>**The Little Hut** (C) Ava Gardner, Stewart Granger, David Niven<br>**The Seventh Sin** (CS) Eleanor Parker, Bill Travers, George Sanders<br>**Something Of Value** Rock Hudson, Dana Wynter, Wendy Hiller<br>**Man On Fire** Bing Crosby Inger Stevens Mary Fickett<br>**Silk Stockings** (CS-Color) Fred Astaire Cyd Charisse Janis Paige<br>**Gun Glory** (CS-C) Stewart Granger Rhonda Fleming | **For Whom The Bell Tolls** (RE) (TC) Gary Cooper, Ingrid Bergman<br>**The Delicate Delinquent** (VV) Jerry Lewis Darren McGavin<br>**Beau James** (VV-TC) Bob Hope Vera Miles Paul Douglas<br>**Loving You** Elvis Presley Lizabeth Scott Wendell Corey (VV-TC)<br>**Omar Khayyam** (VV-TC) Cornel Wilde, Debra Paget<br>**Cecil B. DeMille's The Ten Commandments** (VV-TC) (Special Engagements)<br>**Stowaway Girl** Trevor Howard Elsa Martinelli (England) | **Value For Money** (TC-VV) John Gregson Diana Dors<br>**Triple Deception** (TC-VV) Michael Craig<br>**The Third Key** Jack Hawkins | **Spoilers Of The Forest** (C) Rod Cameron, Vera Ralston<br>**Man In The Road** Derek Farr, Ella Raines (England)<br>**The Weapon** Steve Cochran, Lizabeth Scott, Herbert Marshall<br>**Beginning Of The End** Peter Graves, Peggie Castle<br>**The Unearthly** John Carradine, Allison Hayes<br>**Journey To Freedom** Jacques Scott Geneviv Aumont<br>**Time Is My Enemy** Dennis Price Renee Asherson<br>**The Lawless Eighties** Buster Crabbe Marilyn Saris<br>**Pawnee** (C) G. Montgomery, Lola Albright | **An Affair To Remember** (CS-C) Cary Grant, Deborah Kerr, Richard Denning<br>**Apache Warrior** Keith Larsen Jim Davis<br>**Will Success Spoil Rock Hunter** (CS-C) Jayne Mansfield, Tony Randall<br>**Seawife** (CS-C) Richard Burton, Joan Collins<br>**Forty Guns** (CS) Barbara Stanwyck, Gene Barry, Barry Sullivan<br>**The Unknown Terror** Paul Richards, Mala Powers<br>**Back From The Dead** Arthur Franz, Peggie Castle, Marsha Hunt | **Bayou** Peter Graves, Lita Milan<br>**The Monster That Challenged The World** Tim Holt, Audrey Dalton<br>**The Vampire** John Beal, Coleen Gray<br>**The Monte Carlo Story** (TC) Marlene Dietrich, Vittorio De Sica<br>**The Fuzzy Pink Nightgown** Jane Russell, Keenan Wynn<br>**Valerie** Sterling Hayden, Anita Ekberg<br>**Jungle Heat** Lex Barker, Mari Blanchard<br>**My Gun Is Quick** Robert Bray<br>**Lady Of Vengeance** Dennis O'Keefe, Ann Sears | **Joe Butterfly** (CS-TC) Audie Murphy George Nader Burgess Meredith<br>**The Midnight Story** (CS) Tony Curtis, Marisa Pavan, Gilbert Roland<br>**Interlude** (CS-TC) June Allyson, Rossano Brazzi<br>**Doctor At Large** (VV-C) (English) Dirk Bogarde<br>**Run Of The Arrow** (TC) Rod Steiger, Sarita Montiel<br>**Night Passage** (TC) James Stewart Audie Murphy Dianne Foster<br>**That Night** John Beal Augusta Dabney<br>**Man Of A Thousand Faces** (CS) James Cagney Dorothy Malone | **A Face In The Crowd** Andy Griffith Patricia Neal<br>**The D.I.** Jack Webb, Don Dubbins, Jackie Loughery<br>**The Prince And The Showgirl** (TC) Marilyn Monroe, Laurence Olivier<br>**X—The Unknown** Dean Jagger<br>**The Curse Of Frankenstein** (C) Peter Cushing, Hazel Court<br>**Band Of Angels** (C) Clark Gable Yvonne DeCarlo<br>**Rising Of The Moon** Frank Lawton Denis O'Dea<br>**The James Dean Story** James Dean | **Johnny Tremain** (TC) (Disney) Hal Stalmaster, Luana Paten, Jeff York (BuenaVista)<br>**Drag Strip Girl** Steve Terrell Fay Spain (American Int.)<br>**Rock All Night** Dick Miller and Platters (American Int.)<br>**Bambi** (TC) (Disney) (RE) (Buena Vista)<br>**I Was A Teenage Werewolf** Michael Landon Yvonne Lime (American-Int.)<br>**Invasion Of The Saucer Men** Steve Terrell Gloria Castillo (American-Int.) |
| PROMISED FOR EARLY RELEASE | **Portland Expose** Edward Binns Virginia Gregg<br>**Death In Small Doses** Peter Graves Mala Powers<br>**From Hell It Came** Tod Andrews Tina Carver<br>**Man From Monterey** Sterling Hayden Pamela Duncan<br>**Teenage Doll** June Kenney John Brinkley Fay Spain<br>**Undersea Girl** Mara Corday Pat Conway<br>**Naked In The Sun** (C) James Craig Barton MacLane Lita Milan<br>**Looking for Danger** Bowery Boys<br>**Streets Of Havana** John Cassavetes Raymond Burr Sara Shane | **The Brothers Rico** Richard Conte Dianne Foster<br>**The Parson and The Outlaw** (TC) Anthony Dexter Buddy Rogers Marie Windsor<br>**Woman Of The River** (TC) Sophia Loren Gerard Oury | **Tip On A Dead Jockey** (CS) Robert Taylor Dorothy Malone<br>**Decision Against Time** Jack Hawkins (England)<br>**Action Of The Tiger** (CS-Color) Van Johnson Martine Carol<br>**House Of Numbers** Jack Palance Barbara Lang<br>**The Hired Gun** Rory Calhoun Anne Francis | **Shortcut To Hell** (VV) Robert Ivers Georgann Johnson<br>**Mr. Rock And Roll** Alan Freed Rocky Graziano Lionel Hampton<br>**The Devil's Hairpin** (VV) Cornel Wilde Jean Wallace<br>**The Joker Is Wild** (VV) Frank Sinatra Jeanne Crain<br>**Sailor Beware** (RE) Dean Martin Jerry Lewis<br>**Jumping Jacks** (RE) Dean Martin Jerry Lewis<br>**Hear Me Good** (VV) Hal March Merry Anders<br>**Zero Hour** (VV) Dana Andrews Linda Darnell Sterling Hayden | **The Black Tent** (TC-VV) Anthony Steel<br>**A Town Like Alice** Virginia McKenna<br>**The Gentle Touch** (T) George Baker<br>**As Long As They're Happy** (EC) Jack Buchanan Diana Dors<br>**Jacqueline** John Gregson Kathleen Ryan<br>**Pursuit Of The Graf Spee** (TC-VV) John Gregson<br>**An Alligator Named Daisy** (TC-VV) Donald Sinden Diana Dors<br>**The Spanish Gardener** (TC-VV) Dirk Bogarde Jon Whiteley | **Last Stagecoach West** Jim Davis, Mary Castle<br>**Taming Sutton's Gal** John Lupton, Gloria Talbott<br>**Hell Canyon Outlaws** Dale Robertson Brian Keith Rosanna Rory<br>**Operation Conspiracy** Philip Friend Mary Mackenzie<br>**The Wayward Girl** Marcia Henderson Peter Walker<br>**Panama Sal** Elena Verdugo Edward Kemmer<br>**Raiders Of Old California** Jim Davis Arleen Whelan<br>**The Crooked Circle** John Smith Fay Spain | **Hell On Devil's Island** Helmut Dantine Donna Martell<br>**The Sun Also Rises** (C-CS) Ava Gardner Tyrone Power Errol Flynn<br>**Three Faces Of Eve** (CS) David Wayne Joanne Woodward<br>**The Deerslayer** (C-CS) Lex Barker Forest Tucker Cathy O'Donnell<br>**No Down Payment** (CS) Jeffrey Hunter Sheree North Tony Randall<br>**The Copper Sky** Coleen Gray Jeff Morrow<br>**Stopover Tokyo** (DC-CS) Robert Wagner Joan Collins EHdmond O'Brien<br>**Ride A Violent Mile** (RS) John Agar Penny Edward | **Chicago Confidential** Brian Keith Beverly Garland<br>**Gunsight Ridge** Joel McCrea Mark Stevens Joan Weldon<br>**Enemy From Space** Brian Donlevy<br>**The Careless Years** Dean Stockwell Natalie Trundy<br>**Street Of Sinners** Geo. Montgomery Geraldine Brooks<br>**Satchmo, The Great** Louis Armstrong | **Joe Dakota** (C) Jock Mahoney Luana Patten<br>**The Land Unknown** (CS) Jock Mahoney, Shawn Smith<br>**Jet Pilot** (TC) John Wayne, Janet Leigh<br>**Quantez** (EC-CS) Fred MacMurray Dorothy Malone<br>**The Unholy Wife** (TC) Diana Dors Rod Steiger | **The Pajama Game** (C) Doris Day John Raitt Carol Haney | **Reform School Girl** Gloria Castillo (American Int.)<br>**Rock Around The World** Tommy Steele (American Int.)<br>**The Amazing Colossal Man** Glenn Langan Cathy Downs (American Int.)<br>**The Cat Girl** Lynn Tracey Barbara Shelley (American Int.) |

**SYMBOLS USED ABOVE:** CS—CinemaScope, C—Color, RE—Reissue, TC—Technicolor, VV—VistaVision—Name of country, other than U.S.A., indicates import.

# BABY TAKES THE CAKE!

These are not half-baked ideas. These are the facts. The cost of bakery products have risen more than 117 per cent since 1940. Dairy products used in baking have gone up 111 per cent and even the household stove is up 88 per cent. In fact, all commodities combined have increased more than 113 per cent during this same period!*

Now we're not trying to butter you up...but remember the Prize Baby has been hit — as you have — by all these major price rises while getting negligible increases, if any, for a vital service to exhibition. Fortunately, there are some who realize you can't have your cake and eat it too!

So, won't you agree... that the Prize Baby takes the cake bringing bread-and-butter patronage to the theatres for very little dough!

**NATIONAL Screen SERVICE**
*PRIZE BABY OF THE INDUSTRY*

*FIGURES COMPILED FROM THE CONSUMER PRICE INDEX, BUREAU OF LABOR STATISTICS, U. S. DEPT. OF LABOR

MOTION PICTURE

# EXHIBITOR

SEPTEMBER 18, 1957 VOLUME 58 NUMBER 21

IN TWO SECTIONS • THIS IS SECTION ONE

## *Bushel Basket "Showmanship"*

editorial

## Industry New "Oscar" Sponsor

*(page 7)*

## Stellings Raps Ad Billings

*(page 8)*

AND FEATURING: THE SERVISECTION

Arthur B. Krim, president, United Artists, welcomes Harold Mirisch, president, newly formed Mirisch Company, Inc., set to make 12 for UA.

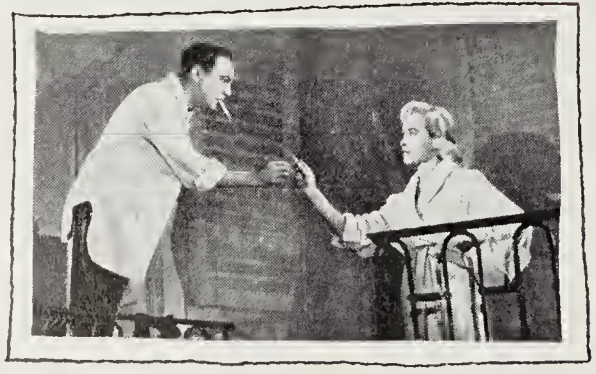
# 19 TOP CRITICS TELL AMERICA TO GET ON

# THE HAPPY ROAD

They Fought!

She said such nasty things—and in French, too!

They Flirted!



Oh, that balcony scene in a small hotel!

They Fell!

The picture with a gleam in it's eye!

# "From Variety To Commonweal Here's the way The critics feel!"

1—"A real treat."—*Variety*

2—"Picture of the Month."—*Redbook*

3—"Picture of the Month."—*Coronet*

4—"Picture of the Month."—*Good Housekeeping*

5—"Had me holding my sides with laughter."—*Bennet Cerf in Saturday Review*

6—"Highly amusing! Lively! Charming! Gene Kelly outstanding."—*Crowther in N. Y. Times*

7—"Happy cinematic event. Excellent."—*Gilbert in N. Y. Mirror*

8—"Special award. Endearingly human."—*Parents' Magazine*

9—"A happy blend of inspiration, imagination and fun."—*Cook in World-Telegram*

10—"Gene Kelly comedy a hit! Highly amusing adventures."—*Dorothy Masters in N. Y. Daily News*

11—"A happy comedy against charming backgrounds of French countryside."—*Rose Pelswick in N. Y. Journal-American*

12—"Enchanting. Full of laughs. I loved it."—*Dorothy Kilgallen on WOR Radio*

13—"Side splitting and heartwarming . . . a delightful offbeat comedy."—*Hollywood Reporter*

14—"Perfect family picture . . . imaginative, and gay."—*Film Daily*

15—"A happy picture for adults and youngsters."—*Independent Film Journal*

16—"One of the surprise hits of the season."—*Film Bulletin*

17—"Good, solid film for youngsters, oldsters or a combination of both."—*M. P. Exhibitor*

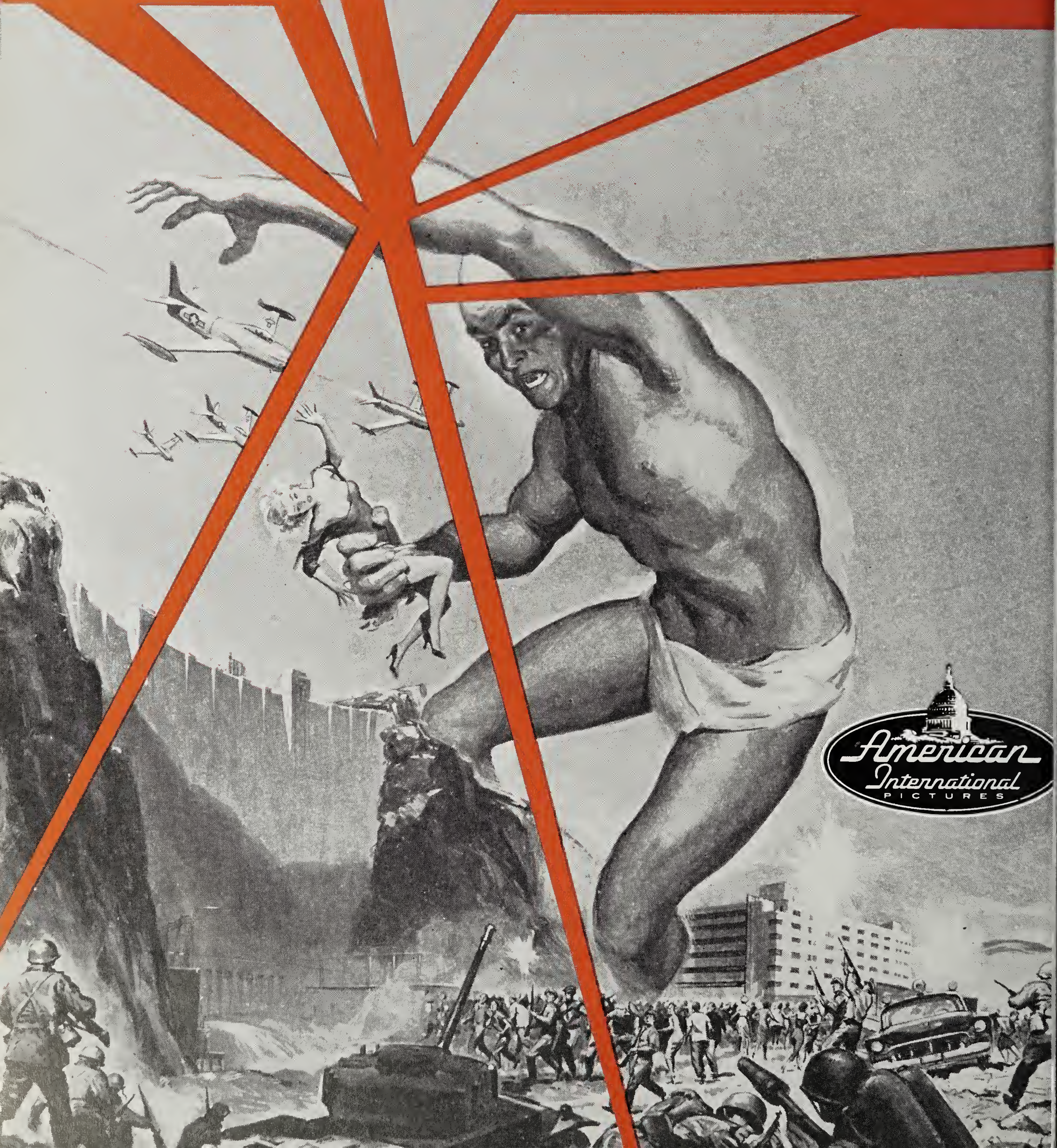
18—"A charming comedy. Plenty of laughs."—*Zunser in Cue*

19—"A delightful comedy. 'THE HAPPY ROAD' should be seen and taken."—*Commonweal*

*M-G-M presents "THE HAPPY ROAD" starring GENE KELLY · with Barbara Laage Bobby Clark · Brigitte Fossey · And Michael Redgrave as "General Medworth" · A Kerry Production · Screen Play by Arthur Julian, Joseph Morhaim and Harry Kurnitz · Music by Georges Van Parys · Associate Producer Noel Howard · Produced and Directed by Gene Kelly*
*An M-G-M Release*

American-International Pictures presents THE AMAZING COLOSSAL MAN

starring Glenn Langan, Cathy Downs, William Hudson and Larry Thor. Produced and directed by Bert I. Gordon, screenplay by Mark Hanna and Bert I. Gordon. A James Nicholson - Samuel Z. Arkoff production.


American
International
PICTURES

**MOTION PICTURE**

# EXHIBITOR

MEMBER
AUDIT BUREAU OF CIRCULATIONS

SEPTEMBER 18, 1957
VOLUME 58 NUMBER 21

## BUSHEL BASKET "SHOWMANSHIP"

Came the Labor Day weekend with its usual epidemic of bushel basket "showmanship."

One amusement page sent in by a subscriber reflects a situation with seven drive-ins. Four of these drive-ins advertise the usual two features. One of the others advertises: "5 FEATURES . . . Open All Night . . . Extra Features will be added if time permits . . . Free Coffee and Donuts at End of Show." Another advertises: "6 BIG HIT SHOWS . . . Stay All Night . . . Boxoffice Open 'til 2 A.M. . . . also Comedies and Cartoons . . . Free Coffee and Donuts." So the third and last counters with just "7 BIG HITS . . . Adults Only." And from past observations, we suspect that latter reference means "sex pictures."

A similar amusement page from a different town reflects a situation with six drive-ins. Only two advertise a Sunday night with the orthodox two features. Two of the others advertise three features. And the remaining two go "bushel basket" with: "5 FEATURES plus CARTOON SHOW . . . no feature will be shown twice . . . Free Coffee and Donuts, etc."

Now we don't know who would want to buy a ticket at 2 a.m. But we can guess. And, if our guess is right their interest isn't in five, six, or seven features. Or in donuts, either. But these are the people, and these are the activities, that certain of our drive-in brethren are serving. As a fellow theatreman said the other day: "Isn't it amazing what some people will do for a lousy buck!"

There isn't much that professional theatremen can do about restraining such practices. Distributors could refuse to sell them film, for the very basic reason that association of any kind with such practices would degrade and injure their professional product. But this latter is probably wishful thinking, with all of the old "TV backlog" product that is now lying around.

These are the practices, and these are the "showmanship" policies, however, that are certain to agitate and encourage restrictive legislation, censorship, and the resentment of serious minded men and women of all faiths. So it behooves every professional theatreman to disassociate himself from the "bushel basket" boys, and to build any possible "fences" that will contain and impair them.

We can also thank our stars that in this latitude the summer night is only a matter of 10 hours or so. Think of what the "bushel basket" showmen could do up around the Arctic Circle where the nights are longer. We can just picture those signs: "42 BIG HITS . . . plus a caribou steak dinner!"

## HINDSIGHT AND FORESIGHT

In recent months there has been a noticeable lack of startling headlines from the analysts and surveyors of public opinion, that can possibly be attributed to their repeated early forecasts that the summer now ending was to produce "astronomical theatre business." Something must have loused up the adding machines because the average theatreman will tell you that with some few exceptions it was actually just fair. Or maybe even a little less than that.

Looking back over these same months, there is also an amusing bit that is typical of what makes and keeps this business interesting.

A little family-type picture was made with Debbie Reynolds and titled "TAMMY." We hear that scientific research and field analysis, however, found that to be a bad title, so it was released by the scientifically recommended title of "TAMMY, AND THE BACHELOR." With few exceptions, it died in the first-runs. Then along came a record in which Debbie sang "TAMMY," a romantic little song that caught on with the young folks. So now the picture is clobbering 'em in the subsequent-runs, and even being brought back by some first-runs with good fat results. And theatres of all runs, whether circuit or independent, aren't bothering with the highly scientific "AND THE BACHELOR." On their marquees they just say "TAMMY."

That's enough!

All of which goes to show that nobody "wrote the book." And you can't reduce this business to adding machines.

One of the smartest "foresight" proposals we've heard in a long time comes from Ed Hyman of ABC-Paramount, and is seconded by Sam Rosen of Stanley Warner. Let's set up a steady flow of product, spaced at intervals however long, and without regard to holidays or seasons; and let's know about which pictures are coming, well ahead of release, so that, whether advertising, exploitation, or records, we can work in advance and get the full benefit from each.

And we would like to add this one bit of thinking on our own. Let's not be so greedy, or so jealous of one another's success, that we won't cooperate with crossplugs, and with any other coop effort, just because such efforts may benefit the other fellow a little more than ourselves. We have no time now for intra-industry competition. And what helps one, is bound eventually to help the industry, and every one of us.

*Jay Emanuel*

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## Vogel Forces Report Majority Of Proxies

NEW YORK—The special meeting of the stockholders of Loew's, Inc., called by the president, Joseph R. Vogel, was convened last week as scheduled in Loew's State Theatre Building.

The secretary of the company reported the presence of a quorum at the meeting in the following words: "Solely to establish the presence of a quorum, the Vogel-Killion-Parker-Sullivan Committee has submitted proxies for 2,746,000 shares, being 51 per cent of the total stock outstanding. The holders of additional shares are also present in person or represented by proxies. Therefore, a quorum is present."

In compliance with an order of Chancellor Collins J. Seitz of the Chancery Court of Delaware, the only business taken up was a motion to adjourn the meeting to Oct. 15, 1957. On that date, the matters for which the meeting was originally called will be placed before the stockholders for voting.

The agenda includes voting on the removal of two members of the board of directors, Joseph Tomlinson and Stanley Meyer; amendment of the by-laws to increase the membership of the board from 13 to 19; and the filling of all vacancies on the board.

Proxies obtained prior to Sept. 12 will be applicable to the meeting when it reconvenes on Oct. 15.

**Audrey Hepburn is seen at the recent Telemeter demonstration at Savoy Plaza, New York City, as she inserted coins in metered attachment of a home television set to show how Telemeter works. Looking on is Paul MacNamara, vice-president, International Telemeter Corporation, Paramount Pictures subsidiary, sponsor of the demonstrations.**

## NFS Handles NTA

NEW YORK—National Telefilm Associates' 35 mm film will be handled in all 33 depots of National Film Service, Inc., the industry's largest film handling organization, it was announced by James P. Clark, president of NFS.

NTA joins Buena Vista, United Artists, the Arthur Rank Organization, and several independents in using NFS for backroom work across the country.

# The NEW YORK Scene

### *By Mel Konecoff*

AH, YOUTH: Al Daff, U-I executive vice-president, said it last week at a press conference-luncheon: His company's accent is on youth in the future. The younger acting element is to play a very important part in the future of the business in his opinion, and the studio is constantly working its roster of a dozen promising actors and actresses so that they will reach stardom. The studio is doing its share, but it cannot carry the entire load alone. He hoped that exhibitors and the press will provide a necessary assist.

An illustration of studio intention was demonstrated by the presentation of a screen test of two youngsters, relatively unknown, which won them the leads in "There's A Time To Love," based on Erich Maria Remarque's novel. It is being made in Germany and will prove the most expensive film to be made by the company. The young stars are John Gavin and Lisa Pulver. The reel, in color, will be shown in exchange cities to exhibitors and the press, and if the reaction is favorable, the move will be repeated for other newcomers. The public will also see it when groups are invited to theatres for the showings.

The film will probably be released in the summer of 1958 and will have to earn in excess of five millions before a profit is shown.

Daff thought that there were no big stars today, only big pictures with important players. The returns on some seem to shrink the value of the so-called top stars even further. Said he, creators and exhibitors may grow old, but motion picture audiences do not. We are more interested in talent than in measurements. We are not interested in publicity gimmicks not backed up by performance.

**THE POWER OF THE PEN: Harold Robbins, well-known author and one-time director of the budget for U-I, has decided to go even further towards making a buck, and has turned producer, intending to make films based on his own books as well as on other literary works. To this end he has signed a three picture deal with Allied Artists, the first of which will be based on the highly successful book, "Never Love A Stranger," to be made in New York this month. Another will be based on "79 Park Ave.," also to be filmed here next spring, while the third is as yet unset.**

**Why Allied Artists? He likes the way they can give a film individual handling instead of the assembly-line treatment received by producers elsewhere. Each picture is handled and sold according to its worth, while emphasis elsewhere is to concentrate on the very large films and neglect others which have a similar potential but which cost less to turn out. The company's policy, he felt, was flexible and could change as a film plays off. Besides this, he will have something to say about the distribution. AA will finance his films.**

**Robbins opined that the industry needs a continuity of product, feeling that you can't keep your market by reducing the number of pictures made, and he hopes to contribute by making three each year. Some audience troubles can be traced to a cutback in films which permits the audience to get away, and the success of a number of smaller films proves that audiences like pictures. Keep hammering away, urged he, and they'll come to theatres.**

*(Continued on page 9)*

# BROADWAY GROSSES

**(As of this Monday)**

## "Pajama Game" Still Sets Pace

NEW YORK—The Broadway first-runs remained relatively quiet last weekend. Two new attractions failed to cause much excitement; while the only hold-over attraction causing any excitement at all was Warners' "The Pajama Game," in Radio City Music Hall.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"LOVE IN THE AFTERNOON"** (Allied Artists). Paramount ($47,654)*—Fourth week was anticipated at $30,000.

**"THE SUN ALSO RISES"** (20th-Fox). Roxy ($81,398)—Friday, Saturday, and Sunday accounted for $38,825, with the fourth week heading toward $60,000. Usual stage show.

**"THE PAJAMA GAME"** (Warners). Radio City Music Hall ($146,192)—Thursday through Sunday reported at $92,000, with the third week estimated at $146,000. Usual stage show.

**"JEANNE EAGELS"** (Columbia). Capitol ($39,813)—Third week sure of $35,000.

**"3:10 TO YUMA"** (Columbia). Astor ($24,578)—Down to $17,000 on third session.

**"THE WOMAN IN THE DRESSING GOWN"** (Warners). Victoria ($21,930)—Opening week only $12,000.

**"HOUSE OF NUMBERS"** (MGM). Loew's State ($18,644)—Opening week expected to hit $15,000.

**"MAN OF A THOUSAND FACES"** (U-I). Palace—Fifth week reported at $17,000.

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**Figures in parentheses represent 1956 weekly averages as reported in MOTION PICTURE EXHIBITOR.*

## Herman Becker Dies

NEW YORK—Herman Becker, 66, industry pioneer, who recently celebrated his 50th year in show business, died last fortnight of a heart attack. Funeral services were held at Riverside Memorial Chapel.

Becker was owner-operator of 20 art houses in the Metropolitan area and was a recognized specialist in this field of motion picture theatre operation. He was a partner of the late Edward N. Rugoff.

He was a member of MMPTA, Lambs Club, Variety Club, Cinema Lodge, and Motion Picture Pioneers.

Surviving are a daughter, two brothers, and three sisters.

## Shifting Sands

NEW YORK—Ernest Sands, Warners' midwest district manager, has been named New York branch manager, it was announced by Roy Haines, general sales manager. Sands replaces Ben Abner, resigned.

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# Industry To Sponsor "Oscar" Telecast

## Yates Again Denies Retirement Rumors

HOLLYWOOD — Herbert J. Yates, head, Republic Pictures, last fortnight again denied rumors of the sale of his stock in the company.

"I have lived through rumors before," said Yates, "and regardless of them I have no intention of retiring. My life has been devoted to the entertainment industry for almost 50 years and I intend to continue in this great industry."

He continued, "Good entertainment, whether motion picture film or TV film, stimulates interest for both mediums. The motion picture and TV industries have learned to live together harmoniously."

Yates said Republic is setting up the most ambitious releasing schedule in its 22 year history with approximately 50 films having been acquired for distribution from independent producers and companies both here and abroad. These will be released at a rate of four to six a month.

The company is in the middle of a building program, and has 12 motion picture and TV production units working.

## Myrick Heads Allied Unit

OKOBOJI, IA.—A. C. Myrick was reelected president of Allied Independent Theatre Owners of Iowa-Nebraska at a convention meeting last week. Leo F. Wolcott was reelected chairman of the board. Charles Jones was named executive vice-president and Harrison Wolcoff recording secretary. Secretary and treasurer were combined into a single post, to which E. G. Huhnke was named.

Myron Blank, chairman of the board, Theatre Owners of America, addressed the convention, as did Dan Aarons, Jerrold Electronics, who spoke on the Bartlesville, Okla., cable-theatre test.

The group voted to sponsor a contest in which the newspaper writer in Iowa and Nebraska adjudged to have done the best story on motion pictures will be given a trip to Hollywood.

## UA Gross, Net Up

NEW YORK—Robert S. Benjamin, chairman of the board, last week reported that United Artists net earnings for the first 26 weeks of 1957 rose to $1,196,000, after provisions for taxes and year-end adjustments. The figure for the comparable period of 1956 was $989,000.

The gross world-wide film income for the first six months of this year was $32,498,000, as compared with $27,342,000 for the first half of 1956.

The company recently declared a quarterly dividend of 35 cents on the common stock, payable on Sept. 27, to stockholders of record at the close of business Sept. 13.

## AB-PT Elects Hinckley

NEW YORK—The election of Robert H. Hinckley to the executive committee of the board of directors of American Broadcasting-Paramount Theatres, Inc., was announced last week by Leonard H. Goldenson, president. Hinckley is a director and vice-president of the corporation and a vice-president of the American Broadcasting Company division.

**George Seaton, president, Academy of Motion Picture Arts and Sciences; Eric Johnston, president, Motion Picture Association of America; and Paul Lazarus, Jr., advertising and publicity director, Columbia Pictures, and chairman, advertising and publicity directors committee of the MPAA, jointly announced the industry sponsorship of the Academy Awards telecast and broadcast for 1958.**

## Jack Harris Upped In Reade Organization

NEW YORK—Jack P. Harris, vice-president of Walter Reade, Inc., and a partner of Wilbur Snaper and Irving Dollinger in Triangle Theatre Service, has been appointed assistant to the president in charge of film for Walter Reade, Inc., it was announced last week by Walter Reade, Jr. The appointment is effective Oct. 1, 1957, and Harris will headquarter at the company's home office at Mayfair House, Oakhurst, New Jersey.

**Harris**

In making the announcement, Reade stated, "Because of the continued growth and diversity of our organization, the responsibility for the careful selection and programming of our theatres must be placed in the hands of one executive. It is now necessary for a man with Jack Harris' unique qualifications and background and a familiarity with our particular film problems, to assume this responsibility for me.

"In addition to becoming my executive assistant for this work and maintaining close liaison with Triangle, Mr. Harris will also assist me in establishing a closer relationship with Continental Distributing, Inc., which duties have increased so much in recent weeks.

"By releasing Mr. Harris from the details of film buying, our company will be able to take fuller advantage of his capabilities," Reade concluded.

## Takiff In Col. Realty Post

NEW YORK—Harry Cohn, president of Columbia, announced last week the appointment of Harry Takiff as vice-president of the Columbia Pictures Realty Corporation, wholly owned subsidiary of Columbia Pictures Corporation.

Takiff handled the acquisition and complete development of the Columbia Pictures Corporation Building at 711 Fifth Avenue, the new home office of the corporation.

## MPAA Board Agrees To Academy Financing Plan; Show To Be Institutional With No Plugs Involved

NEW YORK — Following a meeting last fortnight of the Motion Picture Association of America board, it was learned that the 1958 Academy Awards show next March would be sponsored on television and radio by the motion picture industry.

The MPAA board agreed in principle to a financing proposal formulated by the Academy of Motion Picture Arts and Sciences and personally presented by its president, George Seaton.

The money to finance the Academy Awards show, as well as the other projects proposed by the Academy, will come from contributions which, it is contemplated, will be made by all companies and individuals participating in the gross domestic rentals of motion pictures. This it was estimated by Eric Johnston, MPAA head, would amount to approximately $800,000.

Seaton said the feasibility of increasing the "Oscar" show audience by making Kinescopes available for showing in Italy, France and Japan would be investigated. Last year, England was the only foreign country in which the show was seen on TV.

Johnston said that the show would "remain in the hands of the Academy" and that the Academy "will be responsible for it" under its sponsorship by the industry. Seaton emphasized that the show will be strictly institutional, with no plugs of any kind. He estimated that 56 million people viewed the show last year with an additional eight million in England.

Paul Lazarus, Jr., chairman of the MPAA's Advertising and Publicity Directors Committee, who was present, said that "all" were "extremely elated" by the Academy program action. Roger Lewis, Lazarus' predecessor as committee head, was also present and stressed the importance of the Academy program to the industry on a world-wide basis.

Other Academy projects which the MPAA board considered were the sponsorship of an international film festival; establishment of a motion picture industry museum; development of traveling movie museums; development of traveling shows illustrating various phases of motion picture making; introduction of new publications, including a new quarterly magazine covering the production field; and the establishment of a cooperative educational program under which "The Academy would expand its work with educational institutions having motion picture production courses and initiate new projects aimed at raising the technical standards of film making by educating talented newcomers."

## RKO Shorts To TV Firm

NEW YORK—R. R. Kaufman, president, Guild Films Co., Inc., last fortnight announced the acquisition of world-wide rights to approximately 1,200 short subjects produced by RKO Radio Pictures, from C & C Television Corporation, which got them from RKO last year. Included in the lot are over 500 two-reel comedies and 100 two-reel documentary novelties.

Marketing plans will be set soon by vice-president John J. Cole.

# Stellings Blasts Billings Abuses In Film Industry "Ego" Advertising

NEW YORK — Millions of dollars are wasted each year by "senseless, ego advertising" in the motion picture business, according to a blast from President Ernest G. Stellings, Theatre Owners of America. In making his statement against practices in movie advertising "which get worse year by year," Stellings said he would present the problem as one of the important items on the agenda of the TOA convention in November.

"While we are trying to mobilize the brains and resources of the industry for a business-building campaign, we are apparently overlooking one of the most costly errors being made in our advertising of motion pictures," said Stellings. "I refer to the present system of 'billings' in advertising. The multiple mention of names and the overplay of unessential talent information are costing theatres and distributors millions of dollars in space which should be used to better advantage at the boxoffice.

"This is a matter of direct concern to the theatres in our association. They are called upon to share in the cost of these distributor-prepared ads—ads that devote sometimes as much as a third of their precious space to a listing of names which cannot, by the farthest stretch of the imagination, sell a single ticket. All this confusing mass of type does is to militate against the ticket-selling effectiveness of the balance of the ads. I know of several circuits who have refused to approve the use of such ads if they must share the cost.

"Under present conditions of our business —and the need to make every advertising dollar count—we cannot afford this senseless ego advertising. I agree that those who create movies are entitled to all the credit they can get—but not at the expense of the boxoffice. The problem of billing always has been with us; it is part of show business; but the thing has gotten out of control; where the abuse lies the studios must know.

"Sometime ago there were discussions about the importance of correcting this situation. Committees were named, but nothing has happened. The ads get more cluttered each month and sell fewer tickets. If 30 per cent of a campaign must be devoted to appeasing the vanity of players and writers and directors and producers and studio technicians, the theatres should refuse to pay for the non-productive portion of the ads. Incidentally, the weird billing requirements often ruin the effectiveness of the posters and other materials provided by the producers.

"I am in sympathy with those who like to see their names in big type, but their demands have become too costly and utterly ridiculous. Many a theatreman today is hard put to find a press book ad which he can use without closing his eyes to the waste of space for billings.

"I expect to present to our members at the national convention a lot of horrible examples of this multi-million dollar waste in advertising. We cannot tell the producers how to solve this mess, but we can refuse to share in the cost of useless, even harmful, advertising. There should be nothing in a movie ad which does not tend toward the sale of tickets. The advertising of no other business is afflicted with this utterly fantastic disregard of common sense merchandising."

## "Commandments" Playoff Brings Another Lawsuit

**CLEVELAND — Robins Amusement Company, Warren, Ohio, last week filed an anti-trust action in U. S. District Court against Paramount charging conspiracy in entering into a contract with the State, Youngstown, Ohio, for an indefinite run of "The Ten Commandments" with a 20-mile exclusive guarantee.**

**The traditional release pattern of the past 30 years, it is claimed, grants Youngstown and Warren simultaneous first-runs from Paramount and other major distributors. Damages of $22,375 trebled are asked.**

## London Convention Tops Variety Agenda

DALLAS—The regular mid-winter meeting of the officers of Variety Clubs International will be held this year in Hot Springs, Ark., Sept. 19-21. This meeting is for the purpose of discussing the organization's affairs, and plans will be finalized for the London Convention in April.

In addition to John H. Rowley, international chief barker, these will also attend the meeting: Marc J. Wolf, Indianapolis; George Eby, Pittsburgh; Edward Emanuel, Philadelphia; J. B. Dumestre, Jr., Atlanta; Rotus Harvey, San Francisco; George Hoover, Miami; Nathan D. Golden, Washington; James G. Balmer, Pittsburgh; Ezra Stern, Los Angeles; R. J. O'Donnell, Dallas; Don C. Douglas, Dallas; C. A. Dolsen, Dallas; and Miss Joan Hesse, Miami.

Jerry Powers, of Thomas Cook and Son, official tour agent for the London Convention, will attend.

# New Mirisch Production Company Sets Distribution Deal With UA

NEW YORK—Formation of The Mirisch Company, Inc., a new motion picture production company with seven top stars and a distinguished producer-director already under contract, and with a multi-million-dollar film program in preparation, was disclosed last week by Harold Mirisch.

Concurrent with announcement of the formation of the new organization, Mirisch also stated that a distribution deal has been signed with United Artists Corporation calling for the delivery by the Mirisch Company of a minimum of 12 top features.

Already under contract to the Mirisch Company is Oscar-winning producer-director Billy Wilder, Harold Mirisch announced. Stars also under contract for specific projects are Gary Cooper, Tony Curtis, Doris Day, Audrey Hepburn, Joel McCrea, Audie Murphy, and Lana Turner.

The new organization, with headquarters at the Samuel Goldwyn Studios in Hollywood, will be headed by three brothers who for years have been important figures in the film industry. Harold Mirisch, its president, who has a wide background in motion picture exhibition and distribution, has for the past eight years been a vice-president and member of the board of Allied Artists Picture Corporation. He has also been active in Moulin Productions which made "Moby Dick," "Moulin Rouge," and other top product.

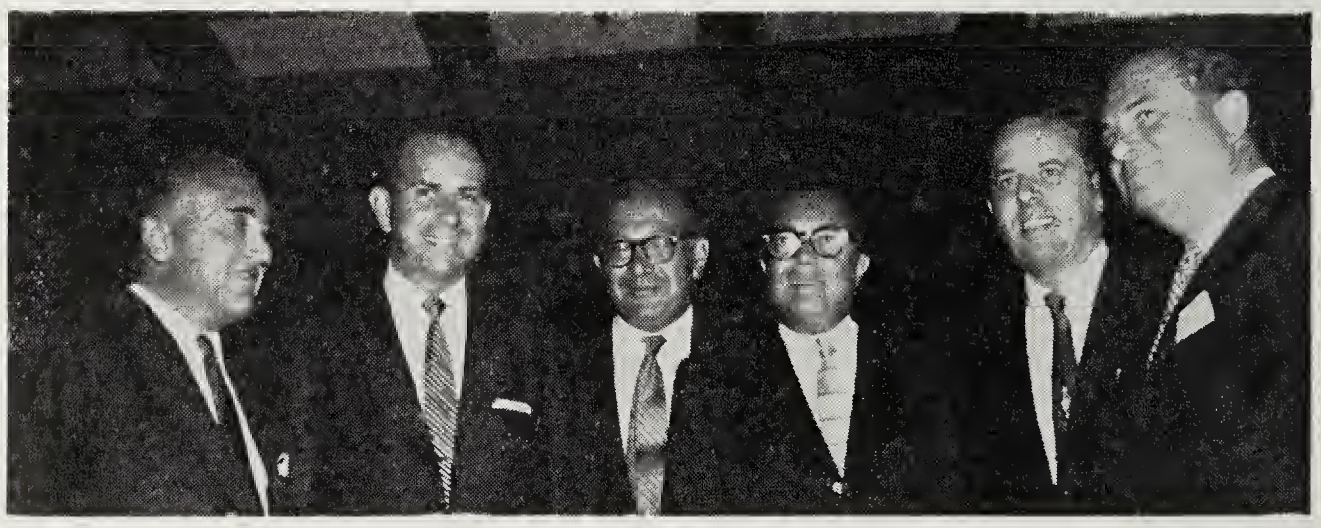
Walter Mirisch, vice-president in charge of production of the new company, has been executive producer at Allied Artists for the past six years where he produced many films and was executive on "Friendly Persuasion" and "Love In The Afternoon." He personally will produce many of the pictures to be turned out by the new organization.

Marvin Mirisch, who will be vice-president and general manager, has been an executive with Allied Artists in recent years.

The company will launch production on the first of its projects on Nov. 15. The film, to be produced by Walter Mirisch, will be a Gary Cooper starrer, "Man Out Of The West," with a screenplay by Reginald Rose based on a book by Will C. Brown.

In October, producer-director Wilder will leave for Europe to look for locations for his first Mirisch Company picture, "My Sister And I," a comedy farce by Louis Vernueil. Audrey Hepburn and an important male star will head the cast.

Budgets on all of the new company's product, Mirisch said, will be "whatever is required."



**The newly formed Mirisch Company, which will produce 12 major features for United Artists release, was welcomed recently at a cocktail reception in New York tendered by UA and attended by over 200 industryites. Seen at "21", left to right, are Arthur B. Krim, UA president; Walter Mirisch, vice-president in charge of production for the new company; Max E. Youngstein, UA vice-president; Harold Mirisch, president, Mirisch organization; Marvin Mirisch, vice-president and general manager; and Robert S. Benjamin, UA board chairman.**

## MITO Annual Meeting Elects Clark President

ST. LOUIS—The 39th annual meeting of Missouri-Illinois Theatre Owners was held in the Kingsway Hotel here last week. The gathering was keynoted by Frank L. Plumlee, Edwards and Plumlee Theatres, Farmington, Mo., who spoke on the subject, "There's a Theatre In Your Future." Other speakers at the opening session included James H. Nicholson, American International president; Tommy James, St. Louis; and Paul Krueger, St. Louis, chairman, 1957 Theatre Owners of America convention.

Toll television, and closed circuit cable TV as launched in Bartlesville, Okla., were discussed in the course of a symposium headed by Herman M. Levy, TOA general counsel, and Albert Pickus, TOA vice-president. Eddie Clark was convention chairman, and MITO president L. J. Williams welcomed the delegates and introduced Plumlee. A Better Business Forum concluded the activities of the first day. Panelists included Jimmie James, Phil Nanos, Charles Goldman, Pete Medley, George Kerasotes, William Waring, Jr., and Williams.

Activities of the second and final day of the conclave included a luncheon, business session, and open forum, followed by a cocktail party and banquet in the evening. At the latter event, exhibitor and MITO director Ed V. Long, Lieutenant Governor of Missouri, addressed the assembly, for which David G. Arthur, Variety Club chief barker, was master of ceremonies. Hollywood stars Rita Moreno, Shirley Fields, and Sally Todd were in attendance.

Williams, not a candidate for reelection, was succeeded as president by Clark, of Metropolis, Ill. Other officers elected include James, chairman of the board; John Meinardi, vice-president; Goldman, treasurer; and Plumlee, secretary. Regional vice-presidents are Nanos, for St. Louis; Medley, for Missouri; and Waring, for Illinois. A resolution was passed by the convention requesting TOA to explore the possibility of establishing an industry corporation to issue trading stamps.

Among others participating in the two-day program were George Roscoe, TOA field representative; M. A. Levy, 20th-Fox midwest district manager, and Tom Bloomer, former MITO president. An exceptionally well patronized trade show was held in conjunction with the convention.

## TNT Bookings Soar For Fight Telecast

**NEW YORK—An all-time record closed-circuit network of 170 theatres in 127 cities are already in the Theatre Network Television network for the Robinson-Basilio bout on Sept. 23, it was announced by Nathan L. Halpern, president of TNT. Requests for rights are still being received.**

**More than 100 mobile and portable TV projectors, 25,000 miles of telephone lines and a seating capacity of 500,000 are involved in the telecast from Yankee Stadium.**

## Goodman Joins NSS

NEW YORK—Burton E. Robbins, vice-president in charge of sales for National Screen Service, last week announced the appointment of Monroe R. Goodman as his executive assistant. Goodman was with Paramount for 25 years, when he left to become a vice-president of Artists-Producers Associates, Inc.

# Ambitious Buena Visita Schedule Includes 15 Films In 18 Months

NEW YORK—Buena Vista, Walt Disney's releasing subsidiary, will release 15 features during the next 18 months, beginning in September.

The ambitious releasing schedule, a new record for BV in its four-year history, was announced by general sales manager Leo F. Samuels, at the close of the firm's second international sales conference, held at the Disney Studio in Burbank.

"In four years," Samuels said at the conference's final session, "our company has become an increasingly important source of quality product. The name of Walt Disney has always been synonymous with quality. Now, we are in the position to offer the public and our exhibitors quantity as well as quality. Our outstanding schedule for the forthcoming year and a half will fill a great variety of theatre needs, and fill them in a manner that will stimulate boxoffice throughout the country."

Included in the 15 Buena Vista releases, with four titles yet to be announced, will be the following Walt Disney productions:

"PERRI," Disney's first True-Life Fantasy; "OLD YELLER," a live-action feature starring Dorothy McGuire, Fess Parker, Jeff York; "THE LIGHT IN THE FOREST," featuring James MacArthur, Wendell Corey, Joanne Dru; "THE RAINBOW ROAD TO OZ," Disney's first live-action musical; "ARCTIC WILDERNESS," True-Life Adventure; "SLEEPING BEAUTY," all-cartoon feature, produced in Technirama and Technicolor; "SNOW WHITE AND THE SEVEN DWARFS"; "PETER PAN"; and "BANNER IN THE SKY," based on James Ramsey Ullman's novel.

In addition to the Disney features, Buena Vista will distribute two major Technicolor productions of C. V. Whitney Pictures, Inc., "The Missouri Traveler" and "The Young Land."

## The New York Scene *(Continued from page 6)*

**"Stranger" will be made in N. Y. because of location sequences, the good technical assistance that can be provided, and lower costs and less expensive materials available. If it were to be made at a major studio, it could cost $1,300,000, while he expects to bring it in for $800,000. John Barrymore, Jr., is starred.**

Culture Note: Sepy Dobronyi likes to make statues of nude women. Columbia likes to exploit its pictures so as to realize the greatest potential. When Sepy accidentally called one of his creations "The Golden Virgin" and Columbia had a film by the same name, they got together. First thing you know, the company will use Sepy and said statue for exploitation and promotion purposes. First stop is the Woods Theatre in Chicago.

Sepy didn't introduce us to the model but lunch wasn't bad.

**Aside To Eric Johnston: Your office still is not observing your own event and screening clearance department.**

**Aside To Joe Vogel: Sorry we'll be unable to accept your invitation of several months ago to be in Louisville for the premiere of "Raintree County." It seems Kentucky governor Chandler neglected to send us an official invite. Well, we never thought he was too good a baseball commissioner anyway.**

**Aside to Max Youngstein: The addition of the Mirisch organization to the UA roster must be highly regarded indeed. No one was counting at the "21" Club party of welcome. Wasn't Doris Day a neat looking doll?**

**Aside to Harold Rand and Bob Perilla: Well, how was the talent in Europe and do Tigers Really Fly?**

**Aside to Ed Feldman: Did you know Tico Records has issued an album of Spanish music inspired by "The Sun Also Rises"?**

**Aside to Marty Blau: We're pleased that Columbia is so pleased with its premiere of "3.10 to Yuma" that they're sending out a covering brochure to exhibs everywhere. How about that "Miss Colorado" being named "Miss America"?**

**Aside to Al Daff: When you fall off the cigar wagon, leave us know, eh?**

**Aside to Head Shrinkers: Fox is holding special screenings for you guys at the home office of its forthcoming "Three Faces of Eve."**

**Aside to Mike Hutner: The lino man was probably thinking of Rock Hunter when he composed the item last week, or maybe he, too, wanted a pair of pajamas.**

**Aside to Sam Rinzler: Go ahead and enjoy yourself.**

**Aside to D. John Phillips: So what.**

## SPG To Hear Shapp

HOLLYWOOD—Samuel G. Engel, president, Screen Producers Guild, announced last fortnight that the first general membership meeting of the new season will be held on Sept. 23.

Milton Shapp, president, Jerrold Electronics, Philadelphia, will speak on "The Economics of Pay-TV—How To Make Cable Television Profitable."

## 20th-Fox Ups Raphel

NEW YORK—David Raphel, 20th-Fox manager in Holland, has been elevated to the post of assistant to John Lefebre, managing director for Continental Europe, it was announced last week by Murray Silverstone, president, 20th-Fox International Corporation.

## New DCA Office

NEW YORK—DCA announced the opening of a New York branch office at 630 Ninth Avenue, with Ira Michaels continuing as DCA's New York sales representative.

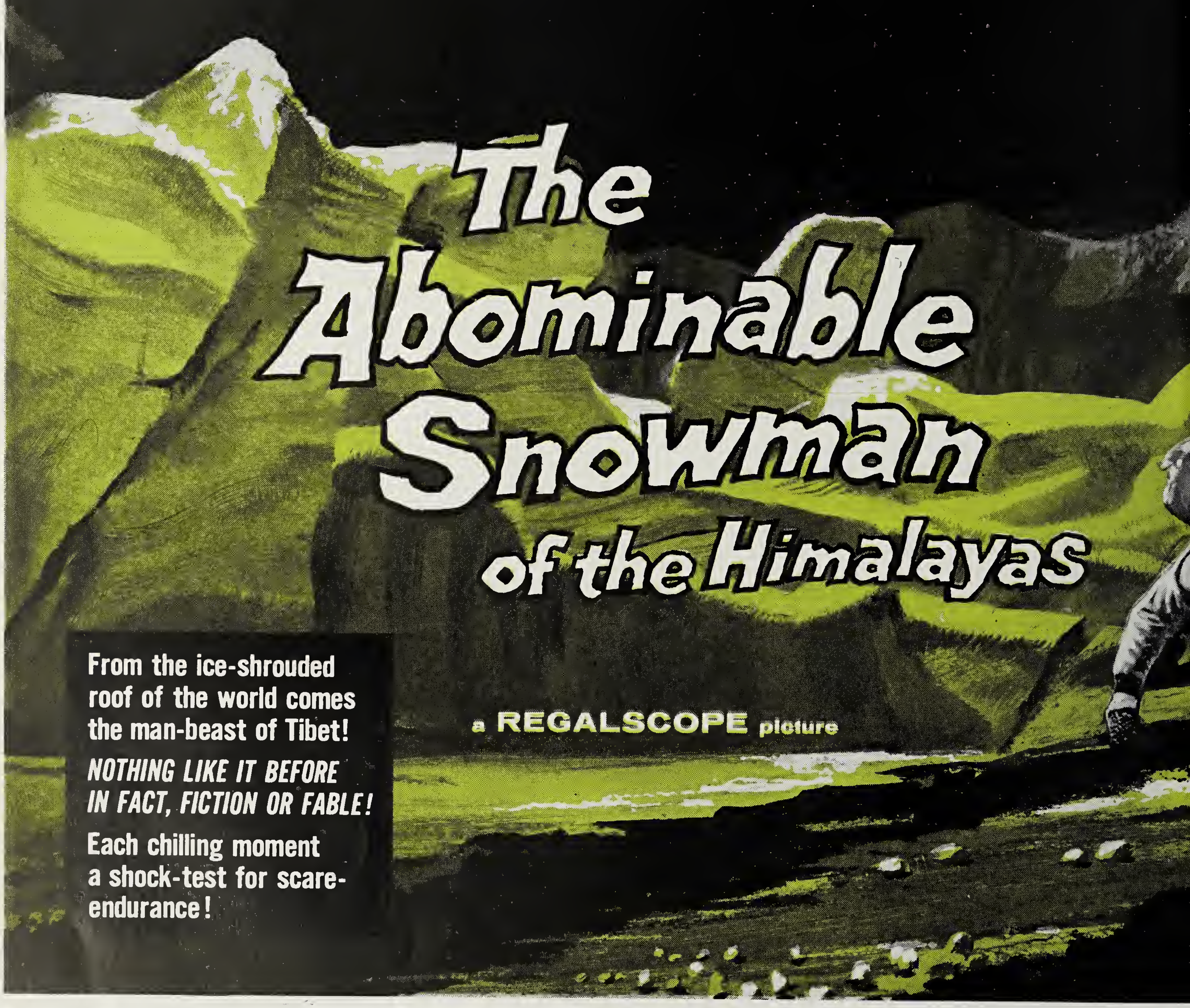
## Kramer Buys "Beach"

HOLLYWOOD—Stanley Kramer announced last fortnight that he had purchased the screen rights to the best-seller Nevil Shute novel "On The Beach."

# FOR THE VERY FIRST TIME! THE SCREEN EXPLORE

HELLIS

Th
mountai



# The Abominable Snowman of the Himalayas

From the ice-shrouded roof of the world comes the man-beast of Tibet!

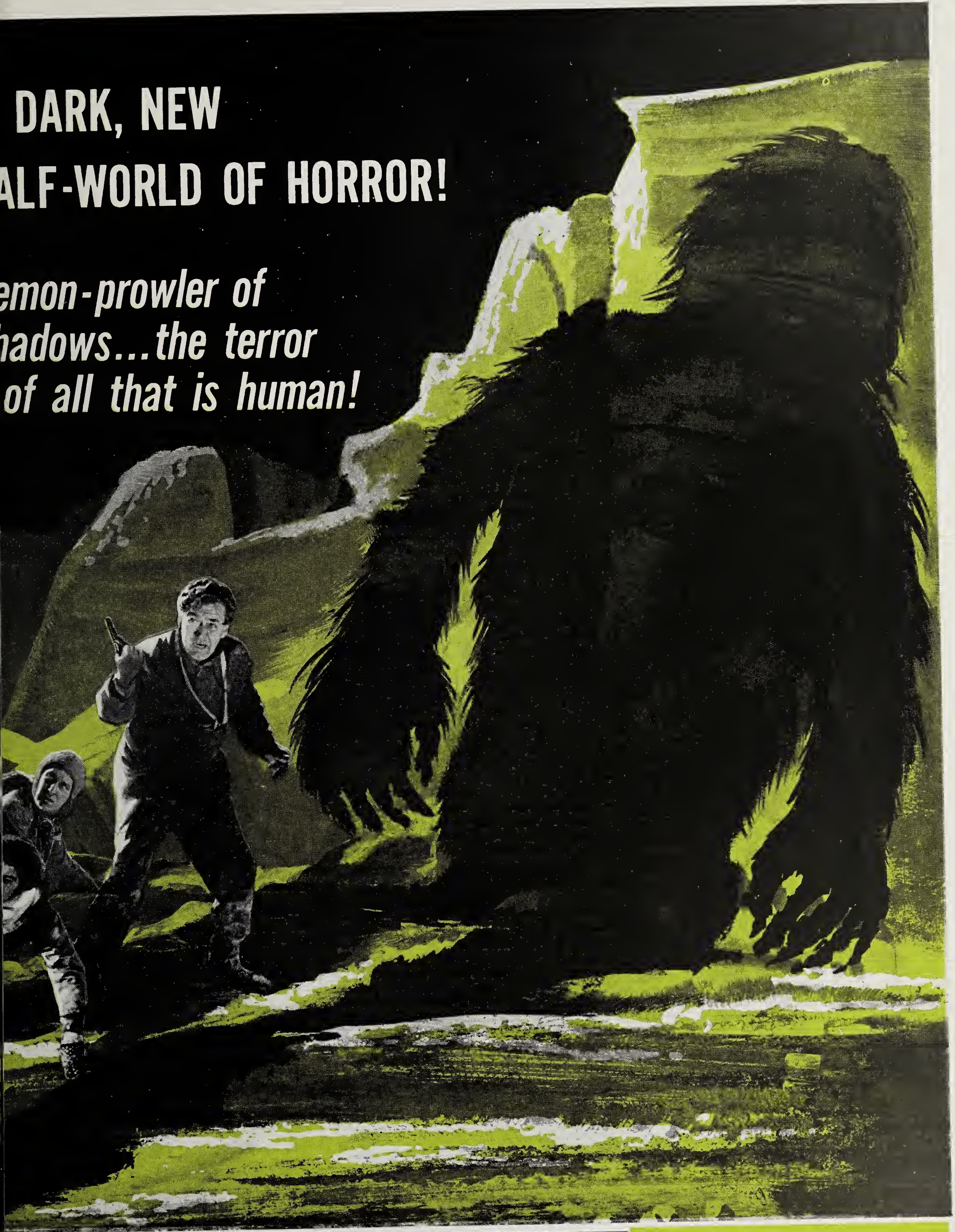
*NOTHING LIKE IT BEFORE IN FACT, FICTION OR FABLE!*

Each chilling moment a shock-test for scare-endurance!

a **REGALSCOPE** picture

starring FORREST TUCKER · PETER CUSHING

Produced by Aubrey Baring · Directed by Val Guest · Screenplay by Nigel Kneale · Released by Twentieth Century-Fox



DARK, NEW

ALF-WORLD OF HORROR!

*emon-prowler of*
*hadows...the terror*
*of all that is human!*

MR. EXHIBITOR:
**CAN YOUR AUDIENCE TAKE IT? 20th HAS IT!**

***Ice-cold horror for red-blooded fans!***

# 6,150 Seats Available To Albany Fight Fans

ALBANY—The return of Fabian's Palace to the Nathan Halpern Theatre Network Television fold, coupled with the continued use of the circuit's Proctor, Troy, N. Y., for the championship fight between Sugar Ray Robinson and Carman Basilio on Sept. 23 means that 6,150 seats will be available to area boxing fans. This is the largest number in the history of closed-circuit sports presentation.

When the 3670-seat Palace carried top boxing bouts before, it was the only theatre in the section to do so. In fact, the Palace was for two years the only house in upstate New York used by TNT, or equipped for this purpose. After videocasts were transferred to the neighboring Fabian Grand, a 1550-seater, equipment was installed in the 2480-seat Proctor's, Troy. The last fights in the Grand, now being leveled for a parking lot, were presented under the management of Paul V. Wallen, then lessee.

## ALBANY

Michael Matacchiero, Jr., 14, son of the assistant manager, Fabian's Saratoga Drive-In, was drowned in Lake Ontario while on vacation. Undertow was blamed. . . . Robert Zanger, Universal exploiteer, was here to work on campaigns for five pictures coming to the Stanley Warner Strand and Ritz and Fabian's Palace. . . . The Variety Club is shelving the 1957 golf tournament, originally slated for June. Officers decided that there was not enough time to promote the tournament in the fall.

## ATLANTA

Curtis Stevens, owner and operator, Island Drive-In, St. Simon's Island, Ga., has closed the situation permanently after four years' operation to devote himself to other business interests. . . . Chick Kuertz, booker, Crescent Amusement Company, Nashville, Tenn., lost his wife by drowning. . . . O. S. Barnett, Allied Artists office manager and head booker, became a grandfather.

The Pal Amusement Company closed the Pal, Wadley, Ga. . . . Marshall Edwards reopened his Lee High Drive-In, Charleston, S. C. . . . Bill Morris, MGM booker, resigned. . . . Paramount booker Carl Hardins resigned, and is replaced by Norris Gazaway, formerly with Universal. . . . Gault Brown reopened his Greenback Drive-In, Greenback, Tenn. . . . The wooden marquee of the Grand, Huntsville, Ala., was remodeled at a cost of $1,500. . . . Marie Moore, formerly with Howco, now is Warners cashier. . . . County Clark was appointed Universal booker. . . . Allen Rainwater, who was to have joined Columbia as office manager, will go to Exhibitors Service instead.

## BOSTON

Two theatres operated by Benjamin Sack were entered and robbed within fourteen hours. Beacon Hill manager Alex Francis-Smith was bound and gagged by a bandit who ordered him to open the safe. The youth escaped with $2,000. During the night, the Gary was entered, the safe blown, and $3,200 taken. . . . The Copley reopened its doors after extensive alterations with the UMPO film "Marcelino." Opening night proceeds went to the building fund of St. John's Seminary. . . . Ben Greenberg, manager, Stadium, Woonsocket, R. I., has reopened the Bijou there. . . . Daytz Theatre Enterprises now is handling the buying and booking for the Gary here and the Saxon and Fitchburg, Fitchburg, Mass., owned and operated by the Sack circuit.

Academy Film Distributors, Tom Donaldson, manager, is handling Lopert pictures for New England. Donaldson and Dorothy Blumenthal are now taking playdates for "Richard III" and the package combination of "The Red Balloon" and "Lost Continent." . . . Irving Saver, district manager, Alexander Films, made a tour of upstate theatres with his salesmen, lining up fall business. . . . Mike Bruno, who has operated the Tilton, Tilton, N. H., for many years, reopened the theatre. He closed it for the summer while he joined the sales staff of the Franklin, N. H., Wholesale Mart. . . . Bill Canning, public relations head, Yamins circuit, received the key to the city of Manchester, N. H., from Mayor Joseph Benoit for a fine radio address he made telling of the history of Manchester. Canning, now living in Fall River, Mass., is a native of the New Hampshire city. . . . The Community, Auburn, Me., is to be converted into a store by owner James Pollard. . . . Ned Eisner, co-owner, Quaker Drive-In, Uxbridge, Mass., was to reopen his Cameo there this week.

## Three Boston Theatres To Show Fight Telecast

**BOSTON—Three downtown theatres will show the Basilio-Robinson TV fight pictures on Sept. 23. Loew's State and Loew's Orpheum are charging $3.50 per seat, while ATC's Pilgrim Theatre is asking $3.30. All are rush seats.**

**Because the Orpheum does not have standard theatre TV equipment, RCA portable equipment is to be installed for that evening only. The other two houses have been TV-equipped for several years and have shown fight pictures in the past.**

## BUFFALO

Manager Ed Meade, Shea's Buffalo, and manager Robert T. Murphy, Century, reported a fair advance sale for the Sept. 23 closed circuit telecast of the Robinson-Basilio fight. . . . Sid Cohen presented The Ink Spots at the Sheridan Drive-In as an added attraction. . . . Earl Hubbard, Jr., public relations man for Cinerama, became the father of a son. . . . The Lackawanna is presenting Polish and Arabic language films.

# Contributions Urged For Fight On Toll-TV

COLUMBUS, O.—Ohio exhibitors are urged to contribute to the anti-toll TV fund in a bulletin issued by Charles Sugarman, temporary executive secretary, Independent Theatre Owners of Ohio. He said Cincinnati exhibitors already have contributed a substantial sum and all sections of the state should be represented.

Sugarman said he will forward all checks sent to him in the nationwide fight against adoption of toll TV. Checks should be made out to "Pays-TV Committee."

The scale of contributions is, for indoor theatres up to 500 seats, $7.50; 500 to 700, $11.25; 750 to 1000, $18.75; 1000 to 2500, $37.50; and over 2500, $75. For drive-ins up to 300 cars, it is $7.50; 300 to 500, $11.25; 500 to 600, $18.75; and over 600, $37.50.

## Conspiracy Charged In Loop First-Runs

**CHICAGO—That a conspiracy exists for the first showing of films in the Loop is charged in a $750,000 triple damage suit filed in Federal Court by the Coniglio Vogue Theatre Corporation, owner, Vogue, against Balaban and Katz and several majors.**

**It is also charged in the action that when pictures can be obtained by neighborhood houses, interest in them has lessened. An arbitrary zone system, it is also charged, is maintained for the subsequent runs.**

## CHICAGO

A dispute with stage hands at the Orphem, Springfield, Ill., resulted in a six-week closing of the house, with negotiations still pending. Publix Great States Theatres, operator, maintains there is no use for the stage hands, but offered to settle for one instead of the two which had been employed. . . . Residents of Chandlerville, Ill., are organizing to reopen the Chan. . . . George Taif, industry veteran of 37 years, died after a long illness. He had been with Columbia and Warners.

The first of the Variety Club dinners was to be held in the clubrooms this week. . . . An auto load of passengers for $11 is the deal at the Sunset Drive-In for the Robinson-Basilio fight telecast. . . . The Ashley, Ashley, Ill., closed for several months, reopened after remodeling. . . . Mrs. S. Hope reopened the Hope, Sesser, Ill. . . . Mrs. Anita Childs, widow of the late Kenneth F. Childs, is reopening the Granada, Streator, Ill. . . . Dave Friedman, formerly with Paramount publicity, joined the Irwin Joseph film sales organization. . . . Claude Cook, chief auditor, B and K circuit, who will make his home in Florida, was tendered a farewell luncheon, presided over by Elmer Upton, secretary. Eugene Jacobs was named to the post.

## CINCINNATI

Numerous Film Row officials attended the opening of "Around The World In 80 Days" in Herman Hunt's Cinestage, Columbus, O., and will go to Louisville, Ky., next month for the premiere screening of MGM's "Raintree County." . . . Virginia Smith has been named promotion manager, Valley, to handle arrangements for large groups buying tickets for "Around The World In 80 Days." . . . Midwest Theater Supply is furnishing equipment for a new drive-in at West Liberty, Ky., Marshall McHaffey, owner. E. N. Howe, MTS engineer, was in St. Petersburg, Fla., in connection with equipping the new Garden Drive-In there. . . . Roy Wells, Dayton, O., exhibitor, has closed the St. Paul in that city, and the house is being remodeled for a church. . . . In were district managers Sid Cooper, United Artists, and J. J. Maloney, MGM.

COLUMBUS, O., NEWS — WLW-C, local Crosley video outlet, will show some 700 MGM films via a $5 million purchase made by the Crosley Broadcasting Corporation, which also operates WLW-T, Cincinnati, and WLW-D, Dayton, O. The films will be sho

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630 Ninth Avenue

FILMACK

# Southern Reps Attend Warners' Sales Meet

DALLAS—Warners held a two-day sales conference in the Statler Hotel, recently, attended by southeast and southwest district and branch managers. W. O. Williamson, southern division sales manager, presided. Meeting was the third in a series which follows home office conclaves held by Roy Haines, general sales manager.

Attending the local sessions were southeast district manager Grover Livingston and branch managers Carrol Ogburn, Atlanta; John W. Kirby, Charlotte; J. B. Tomlinson, Jacksonville; Luke Connor, New Orleans; and southwest district manager Ed Williamson and branch managers H. C. Vogelpohl, Dallas; Joe S. Young, Memphis; and Don Tullius, Oklahoma City.

Also present were Barney Ross, Atlanta sales manager, and Arthur Sklar, Charlotte sales manager.

Home office executives here included Haines, Norman H. Moray, short subject sales manager, and Larry Leshansky, supervisor of exchanges.

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seven nights a week, plus Sunday matinees. . . . Manager Walter Kessler, Loew's Ohio, made arrangements for the presentation of a trophy sponsored by Frank Sinatra, star of Columbia's "Pal Joey," to the Columbus girl chosen "Queen Isabella" in annual Columbus Day ceremonies here. . . . Manager Ed McGlone, RKO Palace, was host to Eddie Rickenbacker, a Columbus native, at a screening of "Jet Pilot," which opens Sept. 26 in the RKO Palace. . . . John Barcroft publicity agency is handling press relations for the current showing of "Around The World in 80 Days" in Hunt's Cinestage.

## CLEVELAND

Business over the Labor Day weekend was reported spotty. Fine weather prevailed over most of the area. . . . Jim Scoville, former member, Scoville, Essick and Reif circuit, now retired and living in Arizona, made a visit here and took a couple days to go to Ashtabula, O., where he was once in the shoe business. . . . All 450 patrons attending a matinee in the Avon, at nearby Avon Lake, were evacuated without incident when manager Art Brown and his ushers announced a fire drill when actually there was a fire in the adjacent motel. The lobby and auditorium suffered smoke damage. . . . William Gray closed the Grand, Grand Rapids, O., more than a year ago; this month, Elmer F. Borske will reopen it. . . . Nico Jacobellis, manager, Heights Art, who attended the International Film Festival in Venice, has returned. . . . Jeff Chandler spent two days in town promoting "Jeanne Eagels."

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**Watch for them!**

**NEXT!**

**Denver Territory**
Issue of September 18

**Buffalo Territory**
Issue of September 25

**Save them!**

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## DALLAS

Boxing fans will be able to see the closed circuit telecast of the Robinson-Basilio bout in the Inwood and Texas on Sept. 23. . . . The Alexander Film Company moved to its new location at 6560 Danbury Lane. L. R. Shaw, Justin McInaney, and B. F. Adcock will continue to represent the company in the city. Supervision of 14 Alexander salesmen in Arizona, New Mexico, Texas, and Oklahoma will be handled out of the local office by Adcock, district manager. . . . R. J. O'Donnell, vice-president and general manager, Interstate circuit, went to Las Vegas for the premiere of "The Joker Is Wild." . . . John Wayne was here to decide on a Dallas location for his next film. His Batjac company's "Alamo" will be made in 1958.

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## Film Exchange and Dealer Listing for the

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### • *Film Distributors*

**ALLIED ARTISTS, 186 Luckie St., N.W.—JA 2-3959**
Br. & Sls. Mgr.: J. E. Hobbs. Office Mgr. & Head Booker: O. S. Bornett. Sales: J. D. Compbell, George Cothran, Booker: Pete Howell. Cashier: Mory Dale. Bookkeeper: Hilda Knight. Emerg. Phone: Barnett, EM 6365.

**BUENA VISTA (Disney), 402 Walton Bldg., Walton St., N.W.—JA 5-6457**
District Mgr.: Ken Laird. Office Mgr. & Booker: Leo Wann. Emerg. Phone DR 8-5101.

**CAPITOL, 163 Walton St., N.W.—MU 8-9845**
Pres.: W. M. Richardson. Sls. Mgr.: Jimmy Bello, Booker: Roger Wood. Emerg. Phone: JA 5-3762.

**COLUMBIA, 195 Luckie St., N.W.—JA 1-1524**
Br. Mgr.: Paul Hargett. Office Mgr.: Jim Hart. Sales: Curley Burns, Frank Loury, Herbert Legg. Emerg. Phone: FAirburn 2-5031. *(District. Mgr. in residence: R. J. Ingram)*

**HOWCO, 193 Walton St., N.W.—JA 5-5688, 8212**
Br. Mgr.: C. T. Jordon, Jr. Sales: Ray Edwards. Booker: Bernice Fricks. Cashier: Grace Parrott. Emerg. Phone: TR 5-6194.

**KAY, 158 Walton St., N.W.—JA 4-0261**
Br. Mgr.: Mitch Little. Booker: Prichard Hobson. Cashier: Bernice Hinton. Emerg. Phone: TR 6-2203.

**METRO-GOLDWYN-MAYER, 198 Luckie St., N.W.—JA 3-2736**
Br. Mgr.: William B. Zoellner. Office Mgr.: Sam McCook. Sales: L. B. Butler, J. L. Stanton, Sam Perloff. Bookers: Lamar Kirk, James Corbett. Cashier: Dorothy Eller. Field Exp.: Judson Moss. Emerg. Phone: TR 4-4701.

**PARAMOUNT, 135 Cain St., N.W.—JA 3-1636**
Br. Mgr.: Foster Hotard. Sls. Mgr.: W. R. Word, Office Mgr. & Head Booker: John Huff. Sales: Frank Folger, B. W. Smith, Bookers: Carl Hardin, Paul Morgan, W. J. Andre. Cashiers: Fred Collins, Kottie Lewis. Emerg. Phone: DR 7-2539. *(Southeastern Dist. Mgr. in residence: Gordon Bradley)*

**RANK, 188 Luckie St., N.W.—JA 4-8137**
Office Mgr. & Head Booker: Paul Stephens. Secretary: Mrs. E. Morgan. Emerg. Phone: JA 4-7168. *(Reg. Mgr. in residence: Dave Prince)*

**REPUBLIC, 162 Walton St., N.W.—JA 4-8611**
Br. Mgr.: E. H. Brauer. Office Mgr.: W. J. Dumos. Sales: Byron Adair, J. F. Bolus. Bookers: Marie Pinkston, Virgil Hopkins. Cashier: Stella H. Poulnot. Emerg. Phone: Dumas, DR 3-7839.

**TODDY, 148 Walton St., N.W.—MU 8-3117**
Pres.: Teddy Toddy. Mgr. & Booker: Jimmie Roberts. Emerg. Phone: Lawrenceville, Ga. 2377.

**20TH CENTURY-FOX, 197 Walton St., N.W.—JA 3-4633**
Br. Mgr.: D. M. Coursey. Sls. Mgr.: M. W. Doris. Office Mgr.: R. G. McClure. Sales: Bill Andrew, Cecil Peacock, B. W. McChesney. Booker: H. M. Purdy, Jr. Cashier: J. E. Estes. Emerg. Phone: McClure, MA 7-8316. *(Southern Div. Mgr. in residence: H. G. Ballance, and Southeastern Dist. Mgr. in residence: P. S. Wilson)*

**UNITED ARTISTS, 191 Walton St., N.W.—JA 2-6386**
Br. Mgr.: Bill Haines. Sls. Mgr.: Robert W. Tarwoter. Office Mgr.: Charles D. Touchon. Sales: Ed Hoys. Bookers: Martha Chandler, Walter McDonold, Lynda Burnett. Cashier: B. Finch. Emerg. Phone: Touchon, DR 8-1229.

**UNIVERSAL-INTERNATIONAL, 205 Walton St., N.W.—JA 3-5081**
Br. Mgr.: R. C. Setton. Sls. Mgr.: S. W. Whiteman. Office Mgr.: Bob Burnett. Sales: E. L. O'Neill, Jim Connin, Allen Rainwater. Bookers: Paul Maddox, Pete Corness. Emerg. Phone: JA 3-5081. *(Dist. Mgr. in residence: Jas. V. Frew)*

**WARNER BROS., 195 Luckie St., N.W.—JA 3-3495**
Br. Mgr.: Carroll Ogburn. Sls. Mgr.: Barney Ross. Office Mgr.: W. B. Langston. Sales: Lorry Laskaris, Roy Donaldson. Bill Humphries. Bookers: J. C. Steeky. W. S. Suddeath, J. A. Vaughan. Cashier: Pat Brown. Field Exp.: J. D. Woodward. Emerg. Phone: DR 5-5008. *(Div. Mgr. in residence: Grover Livingston)*

### • *Supply Dealers*

**CAPITAL CITY SUPPLY, 161 Walton St., N.W.—JA 1-1244. Emerg. Phone: CE 6885**
**NATIONAL THEATRE SUPPLY, 187 Walton St., N.W.—JA 4-8486. Emerg. Phone: TR 3-3887**
**SOUTHEASTERN THEATRE EQUIP., 203 Luckie St., N.W.—JA 3-0461. Emerg. Phone: TR 2-1221**
**WIL-KIN THEATRE SUPPLY, 150 Walton St., N.W.—JA 2-4613. Emerg. Phone: CE 3-6983**

### • *Screen Trailers*

**NATIONAL SCREEN SERVICE, 173 Walton St., N.W.—JA 3-5881**
**STRICKLAND FILMS, 220 Pharr Road, N.E.—CE 3-5317. Emerg. Phone: CE 3-5961**

### • *Signs, Advertising and Printing*

**DIXIE LITHOGRAPHING, 158 Walton St., N.W.—JA 3-5235**
**MOTION PICTURE ADVERTISING SERVICE, 193 Walton St.—JA 5-1594**
**NATIONAL SCREEN SERVICE, 173 Walton St., N.W.—JA 3-5881**
**POSTER EXCHANGE, 163 Walton St., N.W.—JA 5-0935**
**REBEL POSTER, 142 Walton St., N.W.—JA 3-4996**
**SOUTHERN POSTER & PRINTING, 138 Houston St., N.E.—MU 8-7733**
**THEATRICAL PRINTING, 183 Walton St., N.W.—JA 4-7326**

### • *Film Delivery Services*

**BENTON BROS. FILM EXPRESS, 168 Baker St., N.W.—JA 4-5411. Emerg Phone: CE 7-1740**
**THEATRE SERVICE CO., 282 Hayden St., N.W.—JA 3-6972. Emerg. Phone: BU 9-1556**

### • *Service Companies*

**ALTEC SERVICE CO., Walton Building, Walton St., N.W.—JA 4-4916. Emerg. Phone: Same**
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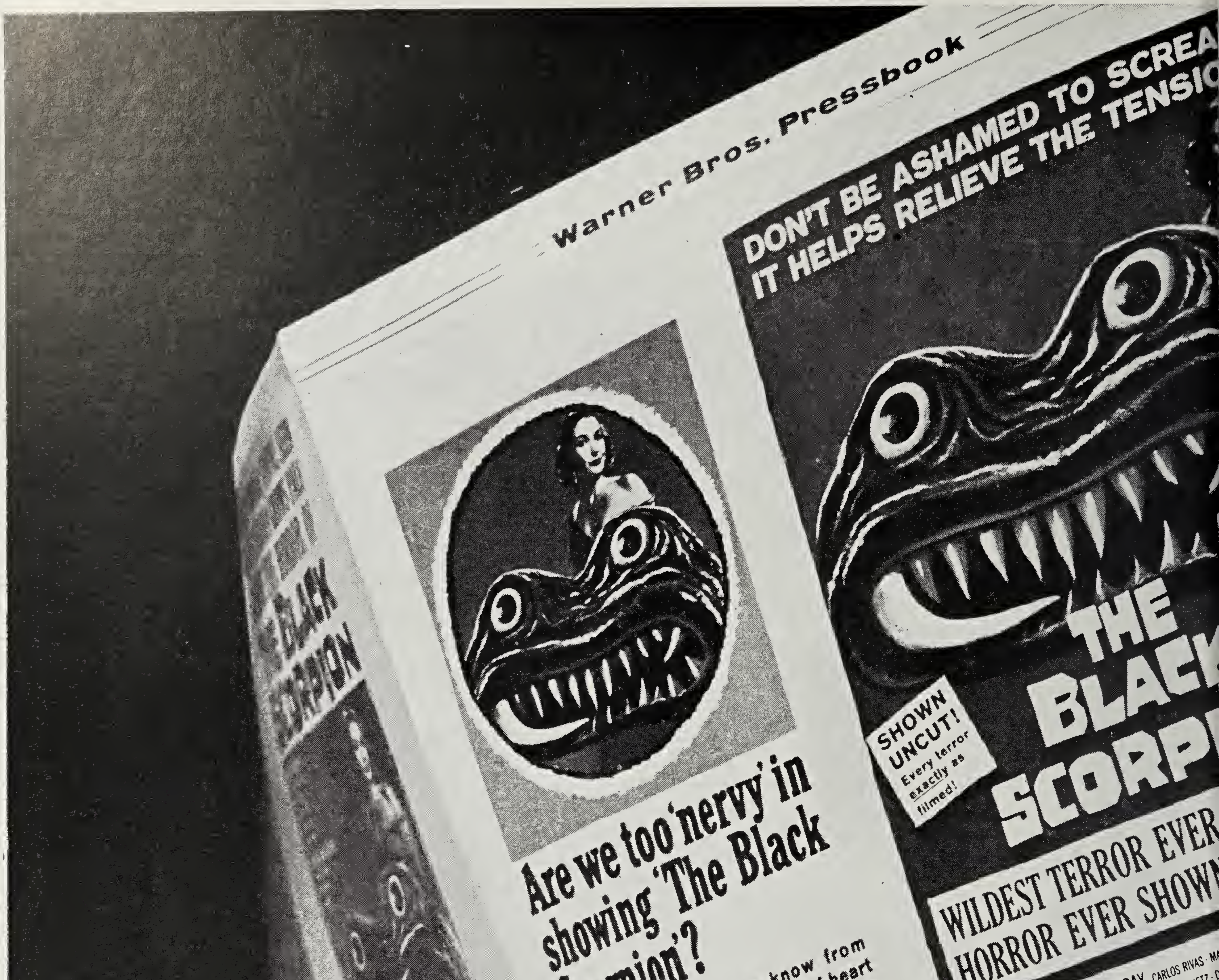

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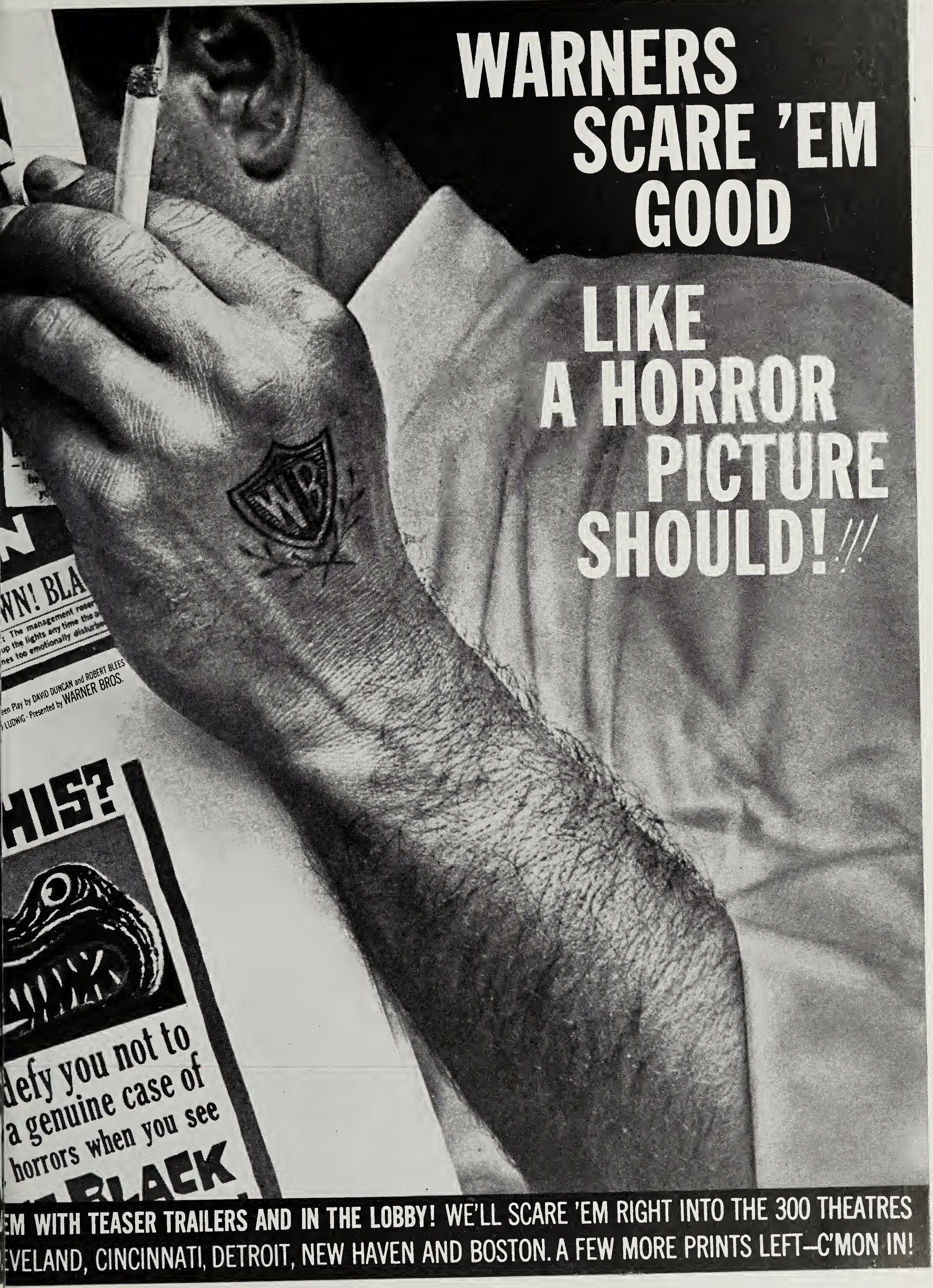
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GOOD
LIKE
A HORROR
PICTURE
SHOULD!!!!
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WN! BLA
The management reser
up the lights any time the a
nes too emotionally disturbe
een Play by DAVID DUNCAN and ROBERT BLEES
LUDWIG · Presented by WARNER BROS.
HIS?
defy you not to
a genuine case of
horrors when you see
BLACK

EM WITH TEASER TRAILERS AND IN THE LOBBY! WE'LL SCARE 'EM RIGHT INTO THE 300 THEATRES
EVELAND, CINCINNATI, DETROIT, NEW HAVEN AND BOSTON. A FEW MORE PRINTS LEFT—C'MON IN!

## Haines Heads Group At Warners' Sessions

DENVER—Fred Greenberg, western division sales manager, presided over a Warners sales meeting here last fortnight. The principal topic of discussion was forthcoming Warners product.

Here for the gathering were Roy T. Haines, general sales manager; Norman H. Moray, short subjects sales manager; Larry Leshansky, supervisor of exchanges; and branch managers Carl Miller, Denver; Keith Pack, Salt Lake City; Joseph Sarfatti, Los Angeles; Al Smitken, San Francisco; Vete Stewart, Seattle; Al Oxtoby, Portland; and Earl Bell, retired, Denver.

## DENVER

Fox Inter-Mountain Theatres, in a near million-dollar deal, has bought the Tabor Theatre Building, which houses not only the 72-year-old Tabor, but five stories of offices as well. The circuit plans to modernize the theatre. . . . Fox Inter-Mountain held its fall managerial convention here, with the principal topics of discussion being new product and new methods. . . . Frank B. Smith, who handles labor relations for RKO, was here from Chicago subbing for William Hastings, Orpheum manager, who was on vacation. . . . Atoz Amusements has taken over the Westwood, neighborhood house.

## HOUSTON

The Avalon Arts has been purchased by George Lee Marks, New York TV producer. He has changed the name to Avalon Fine Arts. Marks and his family will move here. . . . W. K. Danley, 81, retired engineer, Interstate Theatre Circuit, died recently. . . . The new Loew's Drive-In, at suburban Sharpstown, will open early in October, according to Homer McCallon, manager, Loew's State. Built at a cost of $1,200,000, the drive-in will be the third outdoor installation in the circuit. Occupying 36 acres, 10 to be devoted to playground equipment, the drive-in will have high fidelity in-car speakers for 1,700 cars and a modern cafeteria style concession stand for foods and refreshments. It will be managed by Wayne Horton.

**Three models at pajama fashion show in Los Angeles' Hotel Statler recently plugged Warners' "The Pajama Game" playdate at the Paramount in that city.**

## JACKSONVILLE

C. H. Robuck, United Artists salesman, went into the Baptist Hospital suffering from a stomach ulcer. . . . Tickets went on sale for the closed circuit telecast of the Robinson-Basilio fight, Sept. 23, in the Florida. . . . Opposition to the proposed city motion picture censorship board, which was to come up for a final vote before city councilmen this week, was being carried out in an aggressive fashion by LaMar Sarra, vice-president,, Florida State Theatres. . . . WOMPI leaders selected to attend the group's national convention in Memphis are president Edith Prescott, Mamie Newman, Laura Kenny, Dawn Baggett, and Ida Belle Levey. . . . The 20th-Fox staff of branch manager Tom Tidwell held the annual summer picnic at Kingsley Beach.

## MILWAUKEE

Allied Independent Theatre Owners of Wisconsin recently announced the death of Rita Goldberg, wife of Sig Goldberg, national director and board member. It was requested that floral tributes be omitted in favor of donations to the American Cancer Society. Checks, made out to the Society, should be forwarded to the AITOW offices at 1027 West Wells Street, Milwaukee 3.

## Pioneer Woman Exhib Dies In Logan, Utah

LOGAN, UTAH—Mrs. Nettie Malinson Nielson, 83, pioneer theatre operator in Utah and Idaho, died here last fortnight of causes incident to age.

Together with her late husband, she was an early operator of theatres in Buhl and Boise, Idaho. In 1925, they founded the Grand, Logan, and later, the Grand, Preston, Idaho; Roxy, Brigham City, Utah; and Roxy, Logan, now the Utah and still operated by the family.

Mrs. Nielson is survived by three sons, two daughters, 19 grandchildren, 25 great grandchildren, and one great-great grandchild.

## MINNEAPOLIS

Sidney Eckman has been named branch manager, MGM, replacing Ralph W. Maw, who resigned because of ill health. Eckman formerly was assistant Washington branch manager. . . . Phil Hagedorn is the new trainee treasurer, State, replacing John Olson, who was transferred to the Radio City as assistant to the house manager. . . . In from Hollywood were Felicia Farr, star of "3:10 to Yuma," which opened in the State, and Marilyn Sotto, who designed the clothes for James Cagney in "Man of a Thousand Faces," which opened in the RKO Orpheum. . . . F. A. Wiggins, manager, State, won one of 15 all-expense trips to Florida for two for his campaign on the Warners' "Chasing the Sun." . . . Sam Saposnik, former assistant manager, Gopher, was married to Janet Anderson, former cashier, Gopher, on the TV show, "Bride and Groom." . . . Dahlstrom and Weinberger, decorators, have made extensive improvements in the Auditorium, Red Wing, Minn., including a new glass front, new aluminum poster frames, new draperies, and panelling on the foyer walls. They also redecorated the auditorium of the New Ames, Ames, Ia. . . . Maitland Frosch, Frosch Theatre Supply, was in the hospital for a checkup. . . . Auditors in at Columbia were Gene Sichelman and Earl Sanft. . . . Burtis Bishop, Jr., MGM Midwest division manager, was in.

## NEW HAVEN

HARTFORD, CONN., NEWS — Francis Mineau has been named manager, Community Amusement's Plainfield, Plainfield, Conn., succeeding his sister-in-law, Mrs. Marjorie Mineau, who is expecting the stork. . . . George Tillinghast has joined the Menschell-Calvocoressi interests as manager, Manches-

**Among those present at the recent New York preview of Columbia's "Pal Joey" were, left to right, Robert Whitman, CBS; Max Fellerman, Lopert Theatres; exhibitors William Brandt and Sam Rinzler; Columbia branch manager Saul Trauner; exhibitor Wilbur Snaper; Radio City Music Hall's Russell Downing; and "Pal Joey" director George Sidney.**

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# Wm. Goldman Buys Erlanger Theatre

PHILADELPHIA—William Goldman, circuit operator, purchased the Erlanger at auction last fortnight for $530,000 in a 10-minute transaction at Samuel T. Freeman and Company offices. He was the only person filing a required $25,000 deposit and thus the only one entitled to bid.

The First Pennsylvania Banking and Trust Company, as trustee for holders of first-mortgage bonds, had directed the sale, after foreclosing a $1,595,000 mortgage, issued in 1941, for the bondholders. The money had been loaned to the old Forrest Theatre Corporation, and terms of the bond issue provided that any bondholder owning 20 per cent or more of the bonds could demand that the theatre be put up for sale. Goldman met that requirement and requested the sale last month, the bank declared.

Built at a cost of $2,500,000, the Erlanger was opened in October, 1927, as a legitimate theatre. It has housed motion picture attractions on various occasions.

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ter Drive-In, Bolton Notch, Conn. . . . The 1800-seat Star here has resumed Wednesday night Spanish films.

## *NEW ORLEANS*

Jack Elliott, former manager, Legion and Gulf, Gulfport, Miss., has been named general manager, Don and Beach Drive-Ins, Edgewater Park and Biloxi, Miss., respectively, replacing Johnny Kenlo, promoted to public relations and publicity agent, Pike Booking Company, McComb, Miss. . . . Rank Film Distributors of America scheduled heavy campaigning for the territorial saturation opening of "Pursuit of the Graf Spee" to get under way this week here and in other key area towns where Paramount Gulf operates theatres. The film bows in the Saenger here Oct. 16. . . . Six Paramount Gulf houses will carry the closed circuit telecast of the Robinson-Basilio bout on Sept. 23, according to circuit president Henry G. Plitt. They are the Saenger, here; Strand, Shreveport, La.; Hart, Baton Rouge, La.; Paramount, Jackson, Miss.; Saenger, Mobile, Ala.; and the Saenger, Pensacola, Fla. Loew's State here also will carry the telecast. . . . H. J. Labat opened his new Cub Drive-In, Raceland, La., last fortnight.

# Comerford Executive, Veteran Manager, Dies

**WILKES-BARRE, PA.—John J. Galvin, 84, veteran theatre manager and retired Comerford Theatres executive, died last fortnight at his home following an illness of several weeks. He managed the Orpheum, Penn, and Comerford at intervals in his career, which ended with retirement four years ago.**

**A native of Fort Plain, N. Y., Galvin had managed houses in Portsmouth, Va., and New Haven, as well as here.**

**His sister, with whom he lived for many years, died in February; he is survived by two nephews and a great-nephew.**

## *NEW YORK*

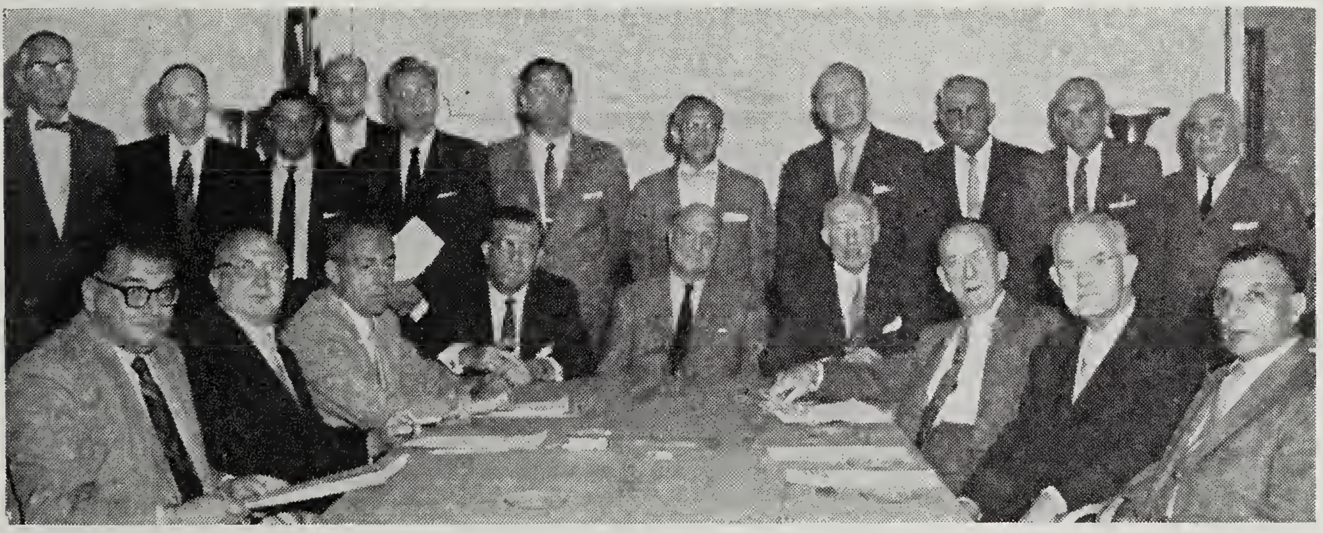
Peter Levinson, son of Howard Levinson, Warners legal department, became engaged to Tyra Susan Trupin, Great Neck, L. I. . . . A working committee consisting of Max Blackman, Nat D. Fellman, S. Arthur Glixon, Harry Goldberg, Mattin Levine, Milton Livingston, Burton E. Robbins, Norman Robbins, and Robert K. Shapiro was appointed by Jack H. Levin, chairman, New York Cinema Lodge B'nai B'rith's "Honor Night To Samuel Rosen," to be held in the Hotel Sheraton-Astor on Oct. 2. . . . Bob Hope arrived from Toronto for meetings with United Artists executives regarding release plans for his first independent production, "Paris Holiday."

## *PHILADELPHIA*

Prominent industryite Harry Waxmann was tendered a dinner by his Atlantic City, N. J., friends who joined him in celebrating his birthday. Waxman is active in community projects. . . . In Harrisburg, Pa., Pomeroy's department store has purchased a tract near the YWCA for $275,000. This is said to be the former Rio site. . . . The Stanley, Chester, has reopened. . . . The Tremont, Tremont, Pa., and the Gap, Wind Gap, Pa., reopened. . . . James Constantine has taken over the former Walker, Mayfield, Pa., and reopened it as the Family. . . . Film exchanges went on a five-day week schedule when the new backroom union contract went into effect. . . . "The Joker Is Wild" was screened at Variety Club through the courtesy of Paramount. . . . Edwin F. Prizer now is sales manager, Screen Guild. . . . At the end of the month, Highway Express becomes Clark Transfer, Inc. . . . Variety Club's annual golf tournament and dinner dance at Meadowlands Country Club on Sept. 20 indicated it would be the "best ever." . . . Harry Weiner, Columbia division manager, was quite enthusiastic over "Pal Joey," one of Columbia's "Fabulous Five."

## *ST. LOUIS*

Emil Pasquale has taken over operation of the Joy, Pawnee, Ill., in a deal with Frisina Amusement Company, the owner. Charles Beninati, Pasquale's brother-in-law and an exhibitor in Carlyle and Shelbyville, Ill., will buy and book. . . . Some 2,000 patrons were evacuated from the Fox on a bomb hoax, according to manager Dion Peluso. . . . Film rentals would be taxed according to the provisions of a new revenue bill recommended by a subcommittee of the Citizens Tax Committee. . . . Jim Leon is the new



**A sales conference of Warners' eastern and central district and branch managers was held recently at the Warwick Hotel, Philadelphia, and present, left to right, seated, were Charles Beilan, Philadelphia branch manager; Dave Cooper, assistant Philadelphia branch manager; Ben Bache, Washington; Jules Lapidus, division sales manager, who presided; Roy Haines, general sales manager; Norman H. Moray, short subjects sales manager; Robert Smeltzer, district manager, Washington; Ray Smith, Albany branch manager; Angelo Lombardi, New Haven branch manager; and, left to right, standing, William G. Mansell, central district manager, Philadelphia; Ed Catlin, Cleveland; Harold Rosner, home office; Harold Roth, home office; Larry Leshansky, supervisor of exchanges; William Kumins, Boston; Jack Kalmenson, Pittsburgh; Norman Ayers, eastern district manager, New York; C.W. McKean, Indianapolis; Nat Marcus, Buffalo; and J. S. Abrose, Cincinnati.**

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*Address all correspondence to—* **The A-MAN Corner** **Motion Picture Exhibitor**
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## Fruchtman Purchases Mayfair, Baltimore

BALTIMORE, MD.—Jack Fruchtman, owner, Century and New, last week announced acquisition of the Mayfair in downtown Baltimore. The property was purchased from J. Elizabeth Baker and Hilda I. Hicks Norsky under a deed of trust from the estate of Lottie D. Hicks and the Mayfair Theatres, Inc., J. Elizabeth Baker, president.

The addition gives Fruchtman ownership of half of the major downtown theatres here. He also owns and operates five other theatres, located in Leonardtown, Lexington Park, and Greenbelt, Md.

When interviewed, Fruchtman praised the cooperation of film companies and programs of trying to increase theatre attendance through COMPO. He is a former chief barker, Variety Club, Tent 11, Washington.

## Mexican Policy Set For House By Azteca

SAN ANTONIO—Hermann Rasch, president, Azteca Films, Inc., with headquarters in Los Angeles, was here in conjunction with the conversion of the Empire into a showcase for Spanish-language movies produced in Mexico.

Teatro Empire, as it will be known henceforth, will show Azteca attractions exclusively. Azteca is the oldest and foremost distributor of Mexican motion pictures. The switch was made on last fortnight and for the first week there was a different Azteca film shown each day. The house will open at 11 a.m. with continuous performances.

Frederico Galindo, well-known Mexico City theatreman, has been named manager. The Empire is located in the center of the downtown business section and had been operated by Trans-Texas Theatres, which took it over from the Interstate Circuit.

## Two Theatres Close Protesting Ticket Tax

**ABERDEEN, WASH.—Two theatres here, the Aberdeen and the D and R, closed their doors last fortnight in a protest against the city admission tax.**

**Two weeks ago, the City Council had been asked to remove the tax, which has been in effect since 1943; but city officials said removal of the levy, which brings an approximate revenue of $12,000 annually, would force a cut in essential services, such as the fire and police departments.**

**Closing the two theatres leaves the Gray's Harbor town without a motion picture house.**

manager and projectionist, Art Theatre and Screening Room, succeeding John Wilson, who was associated in the operation with the late Ruby S'Renco. . . . Bill Earle, National Theatre Supply branch manager, was in DePaul Hospital for a check-up.

### SAN ANTONIO

Boxing fans in the San Antonio area will for the first time be able to see a championship bout via closed circuit television when the Robinson-Basilio middleweight fight is beamed into the Majestic on Sept. 23. . . . Robert Mann, salesman out of the Houston Columbia film exchange was in calling at the local office. . . . Vernon Barber is the new assistant engineer to Roland Dennis, National, Guadalupe, and National. . . . Fernando J. Obledo, Columbia office manager, announced that the Alameda and National have been screening an average of one to two Columbia pictures daily. . . . Johnny Long's new Showboat Twin Drive-In has been opened at Bay City, Tex. . . . Lew Bray, Jr., has been named temporary manager, Wes Mer Drive-In, Mercedes, Tex., owned and operated by Lew Bray, Sr. The younger Bray is awaiting his recall to active duty with the Air Force. He formerly worked with the Interstate Circuit and also was manager, Queen, McAllen, Tex.

### SEATTLE

Walter Hoffman, Paramount publicity director, returned from Las Vegas, where he attended the world premiere of "The Joker Is Wild." . . . Variety Club held its regular monthly meeting, which was well attended. . . . Sterling took over the operation of the Hi-Line from Walter Coy. Ib Johnson, former assistant manager, Lewis and Clark, Northgage, and Lake City for Sterling, is the new manager at the Hi-Line. . . . Gary Webb, former door man, Northgate and Lake City, returned to the Sterling circuit after his release from the Army and now is assistant manager, Lewis and Clark, under Marshall Woodbridge. . . . Shirley Douglas, clerk, Sterling booking department, is engaged to Charles Black, Magnolia staff. . . . Sterling has hired three young ladies to supervise the expanded bowling program. . . . James Speidel, who has been serving as a manager trainee, Sterling's Northgate, has been promoted to assistant manager, Gateway, and will be in charge of house operations under Harold Sohns.

### WASHINGTON

Area theatres which have reopened include the Lenox and the Robinson, Richmond, Va. The Victory, Scottsville, Va., has reopened on a part-time basis. . . . The Avenue, Rehoboth Beach, Del., closed. . . . Showell's, Ocean City, Md., a summer operation, closed for the season.

In Baltimore, Md., Izzy Rappaport was all set to leave for London on the Queen Mary on a combination business and pleasure trip, accompanied by his wife. Pete Prince, formerly with MGM, has joined with Rappaport in an executive capacity.

**The personnel of the MGM Washington exchange recently tendered a farewell party to assistant manager Sidney Eckman, promoted to Minneapolis branch manager. Pictured, left to right, are J. Kronman, Al Grover, Ernest Huyett, Jack Dean, Esther Blendman, Sylvia Hodgkins, Alice Reighley, Ida Barezofsky, Margaret Dempkish, Dorothy Small, Catherine Murphy, Josephine Burns, Anna Ridgely, Frances Potasnick, Eckman, Kathleen Arnold, Doris Perrie, Hazel McLaren, Virginia Stronman, Barbara Leurs, Grace Brannon, Henry Ajello, Alice Clark, Eddie Kushner, Sadie Crowder, Herb Bennin, and, kneeling below, Tom Baldridge, exploitation director.**

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SECTION TWO
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## ALLIED ARTISTS

### Calypso Joe (5711)

COMEDY
76M

ESTIMATE: Lower half entry with Calypso beat.

CAST: Herb Jeffries, Angie Dickinson, Edward Kemmer, Stephen Bekassy, Laurie Mitchell, Claudia Drake, Murray Alper, Linda Terrace, Charles R. Keans, Genie Stone, Robert Sherman, Lord Flea, The Easy Riders, Duke Of Iron, Lester Horton Dancers, Calypsonians, Calypsomaniacs. Produced by William F. Broidy, directed by Edward Dein.

STORY: Airline hostess Angie Dickinson is set upon marrying South American millionaire Stephen Bekassy despite efforts of her former sweetheart Edward Kemmer, a television star, to win her back. Bekassy's sister, Claudia Drake, makes a play for Kemmer, and he responds only to make Dickinson jealous. As the plane bearing Dickinson and the others is about to leave with Herb Jeffries and musicians, who are friends of Kemmer, also aboard, they smuggle him on so he will still have time to dissuade her.

X-RAY: You're absolutely correct, the story isn't much, although Edward and Mildred Dein take credit for it. Decidedly lightweight, there are a few more or less subtle ribs at television commercials, etc., and not any too many laugh spots. However, with calypso rhythm beating most of the time few will notice. There are a good 14 musical numbers heard, most of them given some sort of production. If you can get with it—okay, otherwise—lower half filler. The cast of young people and Calypso specialists are mildly interesting. This bears a Legion of Decency "B" rating.

AD LINES: "The Film With The Genuine Calypso Beat"; "Get Hep, Get With It, Get A Look At 'Calypso Joe'"; "Calypso Headliners In A Sprightly Comedy With A Modern Tempo."

## BUENA VISTA

### Perri

DOCUMENTARY
75M

(Technicolor)

ESTIMATE: Another Disney triumph.

CREDITS: A Walt Disney presentation; produced by Winston Hibler; directed by N. Paul Kenworthy, Jr., and Ralph Wright; written by Wright and Hibler.

STORY: The life of a female squirrel in the forest is fraught with danger and filled with fun. When not fleeing her natural enemy, the marten, she finds time to fall in love with a charming male squirrel.

X-RAY: Gasping moviegoers are going to ask, "How does he do it?" This nature documentary, all live action, is an absolute delight from start to finish, replete with some of the most wonderful animal photography ever presented to a public which should show its appreciation by flocking to theatres lucky enough to play this. Perri, the squirrel which enacts the leading role, is an absolute charmer. Kids and adults, alike, will be completely captivated by her adventures while growing up. There is drama as well, and death, too, as the savage struggle for survival in the forest never ceases. For the most part, however, the feature is filled with fun, bolstered by fine narration, and sporting an ear-pleasing musical score and even a couple of potential song hits. Disney's nature photographers are incomparable artists. The eminent producer whose efforts have kept all America young in heart has another Academy Award all wrapped up.

AD LINES: "Nothing So Delightful As Disney's Newest . . . You'll Fall In Love With 'Perri'"; "The Happiest Treat Of Them All As Disney Proves That Nature Can Be Fun."

## COLUMBIA

### Pal Joey

MUSICAL
111M.

(Technicolor)

ESTIMATE: Highly enjoyable entertainment.

CAST: Rita Hayworth, Frank Sinatra, Kim Novak, Barbara Nichols, Bobby Sherwood, Hank Henry, Elizabeth Patterson, Robin Morse, Frank Wilcox, Pierre Watkin, Barry Bernard, Ellie Kent, Mara McAfee, Betty Utey, Bek Nelson, Produced by Fred Kohlmar; directed by Georg Sidney.

STORY: Night club singer Frank Sinatra arrives in San Francisco broke after being escorted out of another town by the police for romancing the Mayor's daughter. He heads for a night spot where Bobby Sherwood leads the band and steps in when the emcee turns up missing. He is attracted to Kim Novak, chorus girl. When Sherwood gets a side date to play at a dance on Nob Hill, Sinatra recognizes the hostess, Rita Hayworth, as a former top stripper. He announces the fact before the audience. He and Hayworth become chummy, and he learns that her husband has been dead for two years. He charms her into agreeing to back a fancy night club, and he takes over the whole crew including boss Hank Henry. As opening night approaches, Hayworth becomes jealous of Novak and orders her fired. Sinatra refuses as he loves her. Hayworth closes the club. She pleads with Sinatra to remain and offers him marriage, but he walks out on her, going off with Novak to a life together.

X-RAY: High calibre but down-to-earth entertainment is to be found in this fine and funny picturization of a hit show. It's got vim, vigor, and vitality and should make nothing but money. Frank Sinatra digs his teeth into this meaty title role and once again demonstrates that he is a man of many talents. He sings, he dances, he romances, and he makes with the jokes, and he is backed up in truly professional manner by Hayworth, Novak, et al. Add to this quality direction and production and you've got it. The story is light, gay, amusing, and moves at just the right tempo. Such musical numbers are heard as "Zip," "What Is A Man," "Bewitched, Bothered and Bewildered," "I Didn't Know What Time It Was," "The Lady Is A Tramp," "Do It The Hard Way," "My Funny Valentine," "What Do I Care For A Dame," etc. The screenplay is by Dorothy Kingsley based on the musical play by John O'Hara, Richard Rodgers, Lorenz Hart, as produced by George Abbott. Incidentally, a preview crowd really had fun at the unreeling. Truly, it's one of the "Fabulous Five."

TIPS ON BIDDING: Higher rates.

AD LINES: "The Film Gem of the Year"; "You Ain't Seen Nothing 'Til You've Seen 'Pal Joey'"; "It's Got The Most Fun, The Most Gals, The Most Romance And Frank Sinatra, Rita Hayworth, And Kim Novak."

## MGM

### The Hired Gun (803)

WESTERN
64M

(CinemaScope)

ESTIMATE: Good western.

CAST: Rory Calhoun, Anne Francis, Vince Edwards, John Litel, Chuck Connors, Robert Burton, Salvadore Baques, Guinn "Big Boy" Williams, and Regis Parton. Directed by Ray Nazarro, produced by Rory Calhoun and Victor M. Orsatti.

STORY: On the day Anne Francis is due to be hanged in a Texas town for the murder of her husband, Chuck Connors, foreman for her uncle, breaks her out of jail and takes her to the safety of her uncle's ranch in New Mexico. John Litel, her father-in-law, offers professional gunman Rory Calhoun five thousand dollars to get her back so she can hang. He is able to get her away. During the trip, she tells him the story of the trial. She claims her brother-in-law, Vince Edwards, shot his step-brother so that he would be Litel's sole heir and that drunken fur trapper Guinn Williams was a witness. Calhoun decides to see Williams and forces a confession from him. Meanwhile, Edwards gets Francis back by force. Calhoun gets an order stopping the execution from the district judge. Edwards, seeing his story falling apart, tries to outshoot Calhoun and is killed. Calhoun takes over the custody of Francis and it looks like a long term proposition.

X-RAY: This western stacks up as a good support feature what with its short running time and other qualities such as lots of action, a story that is interesting and fast-paced, good performances, and smart direction. It's the kind of entry that should prove satisfactory to young and old alike and it tells its story compactly and without unneccesary frills. The screenplay is by David Lang and Buckley Angell, based on a story by the latter.

TIPS ON BIDDING: Fair program rates.

AD LINES: "He Had To Be Fast To Stay Alive"; "They Made Him A Deputy So He Could Do His Job Legally"; "He Fell In Love With His Prisoner."

## RANK

### Jacqueline

DRAMA
92M

(English-made)

ESTIMATE: Import for art and specialty spots and some regulation programs.

CAST: John Gregson, Kathleen Ryan, Jacqueline Ryan, Noel Purcell, Cyril Cusack, Maureen Swanson, Tony Wright, Liam Redmond, Maureen Delaney, Marie Kean, Richard O'Sullivan. Produced by George H. Brown, directed by Roy Baker.

Story: John Gregson is employed on the high scaffolding of a shipyard owned by Liam Redmond, but his real forte is working on a farm and with animals. Heights make him dizzy and he takes to drinking to give him courage. He is loved and defended by daughter Jacqueline Ryan, and though he tries to live up to standards set by her and his wife, Kathleen Ryan, there are times when he falls off the wagon. Eventually, he loses his job and is determined to get a position on a farm. It's not easy since he needs a cottage for the family. He is referred to a farm recently acquired by Redmond but refuses to ask him knowing he would be turned down. Jacqueline isn't deterred by this and goes to appeal to Redmond. She is turned down. He does give her a ride back to town so she can sing in the church choir and eventually comes to believe that Gregson must have some good in him to be loved by his family so much. He hires him to work on the farm.

X-Ray: Containing a story with warmth, Irish humor, dialogue, and background, this import should please those who attend the art and specialty spots although 'tis said that a story with a child can play anywhere and to all types of audiences. If this is so, then this could be booked as part of the program in a number of regulation houses. The cast performs well and the direction and production are suitable, with the youngster and her faith proving effective and heart-touching at times. The screenplay is by Patrick Kirwan and Liam O'Flaherty.

Ad Lines: "She Thought Her Father Could Do No Wrong . . . And She Was Right"; "A Story About A Family For The Whole Family."

## 20th-FOX

### Copper Sky (739)

Drama 77m.

(RegalScope)

Estimate: Talky outdoor drama for the program.

Cast: Jeff Morrow, Coleen Gray, Paul Brinegar, William R. Hamel, Jack M. Lomas, Strother Martin, Jack Pickard. Produced by Robert Stabler, executive producer and director, Charles Marquis Warren.

Story: Jeff Morrow is wrongly accused of killing an Indian and is sentenced to hang. Before the sentence can be carried out, the Indians attack and kill everyone in town except Morrow, who survives because he is unnoticed in jail. Eastern schoolmarm Collen Gray arrives to find everyone but Morrow dead. She and Morrow seek safety, he drunk and continuing to drink and she moralizing. They reach a small settlement to find that the Indians were ahead of them, and there are no survivors. They find water and a love for one another as well as a wounded cavalryman, who tells them his patrol is about to be ambushed. Morrow rides to warn them and is wounded. The patrol survives, and Morrow and Gray are reunited at the fort.

X-ray: For most of the running time of this entry the only people seen on screen are Jeff Morrow and Coleen Gray. For much of the running time, the only voices heard are those of Morrow and Gray. Now and again an Indian shows and a horse whinnies, but otherwise it's Morrow and Gray all the way. The acting is okay as are the direction and production, while the story could have stood an injection to speed things a bit. It's for the lower half as filler. Eric Norden gets screenplay credit while Robert Stabler wrote the story. There is a song somewhere called 'Copper Sky.'"

Tip on Bidding: Program rates.

Ad Lines: "A Man And A Woman—Hating Every Minute of Their Lonely Trek Across The Desert"; "A Massacre Drove Them Together. . . . Eventually They Found Themselves."

### Under Fire

Drama 78m.

(RegalScope)

Estimate: Okay programmer.

Cast: Rex Reason, Henry Morgan, Steve Brodie, Peter Walker, Robert Levin, Jon Locke, Gregory LaFayette, Karl Lukas, Frank Gerstie. Produced by Plato Skouras; directed by James B. Clark.

Story: Soldiers Henry Morgan, John Locke, Gregory LaFayette, and Robert Levin are arrested and ordered to stand trial for desertion during combat. Rex Reason, newly-arrived from the states, is assigned as their defense counsel, but he has a tough time as their stand is one of indifference although pleading innocence. As the evidence piles up against them, Levin finally confides that while on patrol they stumbled on a huge cache of American money which they divided, but that they did not neglect their duty. Reason gets the thought that witnesses might have come across Germans dressed in American uniforms who gave them the impression they were part of Morgan's patrol. The four are cleared, and it develops that the currency was counterfeit.

X-Ray: This drama concentrates in the main on court martial evidence against four American soldiers, and audiences get a chance to follow the procedure. It has a number of different angles and is slightly off-beat, with the action angle neglected in favor of the dramatic. The acting is efficient, and the direction and production are okay. It should do okay as a supporting program release. James Landis wrote the screenplay. There is a song, "I'd Like To Be True To You."

Tip on Bidding: Program rates.

Ad Lines: "A Different Drama About American G. I.'s"; "A Film That's Really Different"; "What Was The Mystery Behind The Trial Of The Four G. I.'s? Their Secret Will Startle You."

## UNITED ARTISTS

### The Careless Years

Drama 70m

(Bryna)

Estimate: Good programmer for teeners as well as their parents.

Cast: Dean Stockwell, Natalie Trundy, John Larch, Barbara Billingsley, John Stephenson, Maureen Cassidy, Alan Dinehart III, Virginia Christine, Bobbt Hyatt, Hugh Sanders. Written and produced by Edward Lewis, directed by Arthur Hiller.

Story: Dean Stockwell and Natalie Trundy are average high school seniors who go out on a date. She resists his romantic advances, and he comes to think of her as someone special. Stockwell figures marriage is the answer. Their parents object and urge patience, and when Trundy is told she is to take a long summer vacation with her parents, Stockwell urges they get married right away. His father, John Larch, is so affected he comes to blows with his son. Stockwell realizes he is wrong and is reconciled with Larch. He arrives at Trundy's home in time to say goodbye. It is assumed after a wait apart that they will be reunited a little older and a lot wiser.

X-Ray: What happens when a couple of teen agers fall in love? Should they give in to their emotions and throw morals and caution to the wind? Should they disregard the advice of their parents, who are good parents? Should they elope in haste and repent at leisure? These are questions that come up in this tale of a pair of youngsters living in the fast-paced world of today. There is no delinquency, no violence, and no rock-and-roll, just the down-to-earth problems that face the teeners and their parents. The performances are very good, and the direction and production handle the problem and interest-holding story well and to the point. If this were sold to the teen group, it could mean higher returns, and it should make up well as part of the program. Songs heard are "The Careless Years" and "Butterfingers Baby."

Ad Lines: "Could These Be Your Youngsters?"; "A Story Torn From Today's Emotions"; "A Story About Teenagers For Teenagers and Their Parents. Its Frankness May Shock You."

### Satchmo The Great

Documentary 63m

(CBS Television)

Estimate: Highly entertaining and different.

Cast: Louis Armstrong, Edward R. Murrow, Leonard Bernstein, W. C. Handy, Edmund Hall, Trummy Young, Barrett Deems, Billy Kyle, Arvell Shaw, Jack Lesberg. Produced by Edward R. Murrow and Fred W. Friendly.

Story: Louis "Satchmo" Armstrong and his band tour the world as American musical ambassadors bringing jazz at its best to a host of different peoples. In the process, the life of Armstrong is portrayed through his music.

X-Ray: The personality of Louis Armstrong is as potent as his music, and a brilliant film editing job and narration makes the most of this highly entertaining subject. Armstrong's appeal to people all over the world is brought sharply home. This delightful novelty feature, of such a length as to make it excellent program fare, proves that music is the universal language, and foot-tapping audiences in all situations are sure to approve. There is drama and pathos in the film as well, particularly in the scene where sightless W. C. Handy sits with tears streaming down his face as Armstrong, backed by the New York Philharmonic Orchestra plays the immortal "St. Louis Blues." The picture is a natural, of course, for houses catering to a Negro trade, but everyone will enjoy it. This is a wonderful subject, filled with wonderful music, about a wonderful man.

Ad Lines: "The World's Top Music-Maker At His Foot Tappin' Best"; "The One And Only 'Satchmo' Tells His Own Story"; "From Storyville To The Philharmonic As Jazz and 'Satchmo' Grow Up."

### Time Limit

Drama 96m

(Heath)

Estimate: Taut drama packs emotional wallop.

Cast: Richard Widmark, Richard Basehart, Dolores Michaels, June Lockhart, Carl Benton Reid, Martin Balsam, Rip Torn, Kaie Deei, Yale Wexler, Alan Dexter. Produced by Widmark and William Reynolds; directed by Karl Malden.

Story: Colonel Richard Widmark is gathering information to determine whether or not Major Richard Basehart, admittedly a collaborator with the enemy while a prisoner in Korea, should face a court-martial. Basehart refuses to act in his own defense and all evidence points to his guilt although Widmark finds his record exemplary until he broke. General Carl Benton Reid, whose son died in the same prison camp, is anxious for Widmark to complete his report and desires to see Basehart punished. The investigation uncovers the fact that Reid's son was a traitor and was killed by the American prisoners. Basehart agreed to collaborate when his captors told him they would kill every prisoner if he did not do so. Widmark recommends no court martial, and asks to be permitted to defend Basehart if his recommendation is not accepted.

X-Ray: This is a tense, excellently acted filmization of the Broadway play which scored a mild success. There are a host of dramatic situations, and the discriminating theatregoer will find much to keep him engrossed and on the edge of his seat. The possibilities are questionable, however, as the theme is similar to some films that have not been favored with commercial success, notably "The Rack." There is no doubt that those customers who show up will get far more than their money's worth. The film asks some penetrating questions quite pertinent in today's troubled world and deserves every sales effort possible. Malden's first directorial credit is a definite plus, and producer Widmark appears to have done as good a job as actor Widmark, no small praise. Basehart's work is also excellent. This is nail biting stuff, has something important to say, and is suspenseful entertainment all the way. It deserves every success and more people should see it than will see it. Screenplay is by Henry Denker from the play by Denker and Ralph Berkey.

**Tip On Bidding:** Better program rates.

**Ad Lines:** "What Is A Man's Breaking Point? Can Years of Bravery Be Wiped Out With One Mistake"; "The Film That Asks The Most Troubling Question Of Them All . . . How Far Does Duty Go?"; "Each Man Has His Own 'Time Limit'."

## U-INTERNATIONAL

### Escapade In Japan

Drama
92m

(RKO)
(Technirama)
(Technicolor)

**Estimate:** Entertaining tale of youngsters in Japan.

**Cast:** Teresa Wright, Cameron Mitchell, Jon Provost, Roger Nakagawa, Philip Ober, Kuniko Miyake. Produced and directed by Arthur Lubin.

**Story:** When diplomat Cameron Mitchell is transferred to Japan, he hopes a threatened separation from wife Teresa Wright will be cleared up. They send for their youngster, seven year old Jon Provost. The plane carrying him is forced down before it can reach the mainland. He is picked up by a Japanese fishing boat owned by a couple with a son a bit older than Provost, Roger Nakagawa. They become friends, and when they land in their small village, Nakagawa overhears the police being called. Fearful that Provost will be imprisoned, they take off by themselves, headed supposedly for Tokyo and Provost's parents. They finally are captured and reunited with their parents, and everyone is happy, including Wright and Mitchell.

**X-Ray:** The viewer is taken on a tour of Japan through the adventures of a pair of youngsters, one an American and one a Japanese, and the result is interesting and off-beat entertainment with younger audiences getting a bang out of the happenings, as will their parents. It moves at a good pace and succeeds in entertaining. The cast is efficient, and the direction and production okay. A sneak preview audience seemed to enjoy itself pretty well. It was written by associate producer Winston Miller. It should make up well on the program.

**Tips on Bidding:** Fair program rates.

**Ad Lines:** "A Couple of Kids In A Series Of Funny Adventures"; "The Story That Will Entertain The Entire Family"; "Bring Your Youngsters For Some Fun And Fine Entertainment."

### Slaughter On Tenth Avenue

Melodrama
103m.

**Estimate:** Good meller.

**Cast:** Richard Egan, Jan Sterling, Dan Duryea, Julie Adams, Walter Matthau, Charles McGraw, Sam Levene, Mickey Shaughnessy, Harry Bellaver, Nick Dennis, Ned Weaver, Billy Greene, John McNamara Amzie Strickland, Mickey Hargitay. Produced by Albert Zugsmith; directed by Arnold Laven.

**Story:** Mickey Shaughnessy, who runs the only honest pier on the waterfront, is shot, and Assistant District Attorney Richard Egan encounters a conspiracy of silence. He learns that no waterfront killing has ever been successfully prosecuted. Shaughnessy's wife, Jan Sterling, also refuses to cooperate. Egan persists in continuing his investigation, however, and on the eve of his wedding to Julie Adams has his life threatened. One of Shaughnessy's assailants is Ned Weaver, and at his trial his lawyer, Dan Duryea, twists testimony so as to make witnesses seem unreliable. Sterling disappears, but Egan learns she is only in hiding. Shaughnessy's brother, Harry Bellaver, despairing of justice, starts a wildcat strike, and Walter Matthau, gangster boss of the union, brings in goons. Trying to stop a brawl, Egan is nearly killed, but when the docks are cleared, a radio is heard reporting the first verdict of guilty in a waterfront murder case.

**X-Ray:** Packed with suspense, some good dramatic sequences, some action, this entry about murder and corruption on the New York waterfront has an interest-holding yarn, capable performances, and some smart direction and production. Audiences who like their entertainment fast-moving should appreciate this one. The cast, especially Egan and Sterling, is believable, and the story bears the stamp of authenticity because it was written by one who knows, William J. Keating, an assistant district attorney who dealt with such matters. It should make up well as part of the show with the music of the same title by Richard Rodgers being used as background. The screenplay is by Lawrence Roman, based on the book, "The Man Who Rocked The Boat," by Keating and Richard Carter.

**Tips On Bidding:** Higher program rates.

**Ad Lines:** "Teeming Drama Of The City's Waterfront"; "More Tense Action On The Waterfront."

## WARNERS

### Black Patch (702)

Western
83m

**Estimate:** Good off-beat western.

**Cast:** George Montgomery, Diane Brewster, Tom Pittman, Leo Gordon, House Peters, Jr., Lynn Cartwright, George Trevino, Peter Brocco, Ted Jacques, Struther Martin, Gil Rankin, Sebastian Cabot. Produced and directed by Allen H. Miner.

**Story:** George Montgomery, known as Black Patch since he lost an eye during the Civil War, takes his job as town marshal seriously. Into town rides Leo Gordon, an old friend, to meet his wife, Diane Brewster, who formerly loved Montgomery. Gordon is suspected of a bank robbery, and Montgomery is forced to hold him. Sebastian Cabot, crooked saloon owner, sees a chance to get the bank loot. He helps Gordon escape, and then kills him. Montgomery is accused of the killing and hiding the money but nothing is proved. A youngster, Tom Pittman, whom Gordon helped, gets his gun from Brewster, who also believes Montgomery guilty, and practices with it until he becomes the fastest in town except possibly for Montgomery. Cabot eggs him on to a showdown with Montgomery, but before anyone is killed, a disgruntled girl friend of Cabot's confesses Cabot's guilt to Brewster. Montgomery and Pittman team up to go after Cabot.

**X-Ray:** A bit off-beat as far as westerns are concerned since the characters are a bit more complex, this may appeal more to adults than to youngsters. It also contains some suspense and action, particularly at the conclusion. The characterizations are good, with Montgomery and Pittman particularly proficient. Direction and production are out of the usual, adding to the attractiveness of the film. The screenplay was written by Leo Gordon. It shapes up as a good programmer. This bears a Legion of Decency "B" rating.

**Tip on Bidding:** Program rates.

**Ad Lines:** "He Had To Be Fast With A Gun To Stay Alive"; "The Woman He Loved Waited But He Refused To Return With A . . . Black Patch"; "An Off-Beat Western With A Punch."

### Johnny Trouble (703)

Drama
80m

**Estimate:** Unassuming drama should appeal in smaller towns, family situations.

**Cast:** Ethel Barrymore, Cecil Kellaway, Stuart Whitman, Carolyn Jones, Jack Larson, Jesse White, Rand Harper, Paul Wallace, Edward Byrnes, Joe Castagna, Nino Tempo, Jim Bridges, Paul Lukather, James Bell, Samuel Colt, Kip King, Gavin Muir. Produced and directed by John H. Auer; executive producer, John Carroll.

**Story:** Ethel Barrymore lives in an apartment house that has been purchased by the local college as a boy's dormitory. She refuses to leave, certain that her son who disappeared 27 years ago, will return. He had been a wild boy and was expelled by the local college. The boys move in and are captivated by the charming lady, whom they all treat as a collective grandmother. She becomes convinced that wild and troublesome Stuart Whitman is her grandson since he bears the name of her lost son. Her attentions reform the lad, who is induced to marry Carolyn Jones after she becomes pregnant. Barrymore impatiently awaits the arrival of his parents, sure her son is his father. She dies the day before they are to show and never learns that her son had died many years before, a criminal.

**X-Ray:** This is a warm little story, bolstered by an excellent performance by Miss Barrymore and the introduction of several fresh, new faces. It should please as part of the program, particularly in smaller towns and situations desiring to please a family trade. It teaches a moral of tolerance and kindness, and while lacking in dramatic impact, provides pleasant enough entertainment. Screenplay is by Charles O'Neal and David Lord.

**Tip On Bidding:** Program rates.

**Ad Lines:** "She Mothered A Mob Of Boys . . . But Her Heart Was With The Son She Lost"; "Her Love Made It So . . . There Was No Such Thing As A Bad Boy."

### Woman In A Dressing Gown

Drama
93m

(English-made)

**Estimate:** Off-beat drama for art and some regulation houses.

**Cast:** Yvonne Mitchell, Anthony Quayle, Sylvia Syms, Andrew Ray, Carole Lesley, Michael Ripper, Nora Gordon. Produced by Frank Goodwin and J. Lee Thompson; directed by Thompson.

**Story:** Anthony Quayle and Yvonne Mitchell have been married for 20 years. Mitchell has become sloppy about the house and about herself. Quayle falls in love with fellow-office worker Sylvia Syms, who is young and pretty. He finally gets up enough courage to ask Mitchell for a divorce. She tries her best to influence him to stay, but he walks out with Syms. He realizes, however, that he can't go through with the desertion of Mitchell and their teen-age son, Andrew Ray. The future looks brighter for the family as a result of the episode.

**X-Ray:** Take a woman so accustomed to marriage that she grows carelsss about her ways and appearance, and throw in an attractive co-worker to lure away the husband. You've got a highly dramatic and interesting situation. How it is resolved makes for good adult entertainment containing heart-touching sequences and down-to-earth realism. A competent cast makes it all too believable, especially the emoting of Yvonne Mitchell as the sloppy but good-intentioned housewife. She receives wonderful support from the others. The direction is superior, as is the production. It can go in the art and specialty houses as well as part of the program in regular theatres. The film may also contain something special to attract women and get them to talk about it. The screenplay is by Ted Willis.

**Ad Lines:** "The Frank Story About A Marriage And Its Complications"; "What Was The Secret Behind The Woman In The Dressing Gown?"

## FOREIGN

### Three Feet In A Bed

Comedy
78m

(Janus)
(French-made)
(English titles)

**Estimate:** Moderately amusing farce.

**Cast:** Fernandel, Bernard La Jarrige, Germaine Montero, Jacqueline Duc. Directed by

(*Continued on page 4380*)

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## Reviews

(*Continued from page 4379*)

Richard Pottier; produced by Sirius—S.F.C.

STORY: Fernandel has difficulty holding a job, and his latest is with a vacuum cleaner company which gives him an ultimatum to either sell a cleaner or be fired. His efforts get him thrown out of a variety of places. In one house, he is mistaken for the owner, a famous abstract painter, by wealthy Argentine widow Germaine Montero, who has never seen her mail-order romeo. Fernandel is about to deny all when he learns she owns a number of hotels, all of which are in need of vacuum cleaners. He plays the game until he gets her order which makes him the star salesman of the company, and he is able to straighten out the romance between the widow and the artist.

X-RAY: The name of Fernandel should be a factor in the selling of this import to art and specialty audiences although it is not one of his better efforts, the reliance being more on slapstick. It is moderately amusing and should prove entertaining for the most part. The cast is adequate, as are the direction and production. The original screenplay is by Gerard Carlier.

AD LINES: "Here Was A Door-To-Door Salesman Who Never Got Beyond The Door"; "Vive la Romance . . . Vive Fernandel."

# MISCELLANEOUS

### Armored Attack (The North Star)

MELODRAMA
105M.

(Reissue) (NTA)

ESTIMATE: Reissue is gripping war tale.

CAST: Anne Baxter, Dana Andrews, Walter Huston, Walter Brennan, Ann Harding, Jane Withers, Farley Granger, Erich Von Stroheim, Dean Jagger, others. Directed by Lewis Milestone, produced by Samuel Goldwyn.

X-RAY: When first reviewed in THE SERVISECTION of October, 1943, it was said of this retitled reissue that it was a "stirring effort by Samuel Goldwyn which presents an absorbing story of Russia at war, outstanding performances by the entire cast, and a suspenseful quality. It is top rating."

AD LINES: "Another Samuel Goldwyn Hit"; "A Cast Of Favorites In One Of The Greatest Screen Stories."

### Battle Stripe (The Men)

DRAMA
85M.

(Reissue) (NTA)

ESTIMATE: Reissue of outstanding story of wounded war vets.

CAST: Marlon Brando, Teresa Wright, Everett Sloane, Jack Webb, others. Produced by Stanley Kramer; directed by Fred Zinneman.

X-RAY: When first reviewed in THE SERVISECTION of June, 1950 it was said of this retitled reissue that it "should prove one of the top dramatic efforts . . . richly endowed with a heart-gripping yet warming story of men made partially helpless by war, yet treated in such a fashion as to cause viewers to get away from pity, and see the men for what they are, individuals, trying to get along to the best of their ability . . . Many of the highly dramatic moments are lightened expertly by witty and absorbing dialogue that brings on laughter, and quickens interest and pace . . . Cast is excellent . . . They are ably assisted in creating the proper atmosphere by the men of the Birmingham Veterans Administration Hospital, who realistically play themselves . . . direction and production of highest quality."

AD LINES: "Never Before A Film Like This"; "A Heartwarming Story."

### Walk Into Hell

MELODRAMA
93M

(Patric)

(Made In New Guinea) (Eastman Color)

ESTIMATE: Excellent film of type is best for art, specialty houses.

CAST: Chips Rafferty, Francoise Christophe, Reginald Lye, Pierre Cressoy. Produced by Chips Rafferty; directed by Lee Robinson.

STORY: Chips Rafferty, Australian official of the New Guinea Administration, receives orders to investigate an oil discovery by Reginald Lye in the interior. He selects his native policemen for his "walk into hell" and finds that French lady doctor Francoise Christophe is to accompany him part way. They find Jeff Clayton sick of malaria in a deserted native village, and he joins the party, which finally is attacked by savages and captured. Rafferty effects their freedom by having Christophe cure the chief's two children, sick of fever.

X-RAY: This long, long trek filmed with remarkable clarity and beauty on location in the unexplored regions of New Guinea unfolds in documentary fashion so realistically it is hard to believe it is a staged film. The performers all are so natural they hardly seem to be acting and this is high praise indeed. On novelty alone the film is fascinating as a camera visit to a little known part of the world. There is nothing objectionable and little nudity of natives. Rafferty is known from several other adventure films seen here. His role is a "walk through" which he accomplishes nicely. The music accompaniment by George Auric is unobtrusive and adequate. This one will depend on the selling. It deserves whatever it can get, as it is an outstanding film of its kind.

AD LINES: "Witch Doctor Secrets Bared"; "A Savage Story Filmed In The Wilds Of New Guinea"; "Last Frontier Of The Real Witch Doctor!"

# The Shorts Parade

## TWO REEL

### Comedy

GUNS A'POPPIN'. Columbia-Three Stooge Comedy. 16½ m. Moe has taken his two brothers to court charging they are responsible for a nervous breakdown, etc. It seems that Larry and Joe took him to the mountains for a rest. They become involved with a wanted outlaw on whom there is a tremendous reward posted. Moe captures him and the reward is all his until the others permit him to get away. FAIR. (1408)

## ONE REEL

### CinemaScope Color Cartoons

THE BONE RANGER. 20th-Fox CinemaScope Terrytoons. 7 m. Sniffer sees a bone being discarded by a restaurant which he is about to adopt until a garbage collector comes along and dumps same in his truck. Eventually he and the bone connect, but as he is about to start enjoying same, a small scrawny dog appears whimpering. He surrenders the bone to him. FAIR. (5704)

MAGOO'S GLORIOUS FOURTH. Columbia CinemaScope-Magoos. 6 m. When the Fourth of July rolls around, Mister Magoo refuses to permit Waldo to play with fireworks and instead concentrates on planting a flower garden. He mistakes rockets, cherry bombs, and other fireworks for plants and bulbs, and sets up a mess of them in the backyard. This is ignited by a tossed-away butt. He later suspects gophers of having ruined the garden. GOOD. (1757).

### Color Cartoons

DADDY'S LITTLE DARLING. 20th-Fox-Terrytoon. 7 m. Daddy is left at home with baby, and he has quite a time trying to bathe, feed and change him, going through all kinds of trouble and mess. After a stormy session, he gets news that his wife presented him with triplets. The reel ends with him trying to shoot down passing storks. GOOD. (5734)

THE UNBEARABLE SALESMAN. U-I-Walter Lantz Cartune. 6 m. Woody Woodpecker is asked how he got his bearskin rug and he relates how he once tried to sell some unwanted household items to a bear who sought all kinds of ways to rid himself of pesky Woody. One drastic measure backfires, which is how he came to have the rug. GOOD. (3617).

### Color Novelty

A BRIEF CASE. U-I-Color Parades. 9 m. The Island of St. Thomas in the Virgin Islands gets the camera treatment, and to be seen are its prime attractions when a gag plot takes the secretary of a private detective there to get important papers signed. A switch in briefcases sends her on a tour of the island, but everything works out okay and she gets her man. GOOD. (3678).

### Sports

WRESTLING KNIGHTS. Columbia-World of Sports. 9 m. It's "Nature Boy" Buddy Rogers versus Gino Garabaldi in the wrestling ring, and when they get tired of bouncing each other around, the referee gets the business. Sometimes they spend more time out of the ring than in it, but the results are pretty amusing. GOOD. (1809)

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

| | A.A. | COLUMBIA | M.G.M. | PARAMOUNT | RANK | REPUBLIC | 20th-FOX | U.A. | UNIVERSAL | WARNERS | MISC. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **NOW IN GENERAL RELEASE** | **Love In The Afternoon**<br>Gary Cooper<br>Audrey Hepburn<br>Maurice Chevalier<br>**Daughter Of Dr. Jekyll**<br>John Agar<br>Gloria Talbott<br>**Dino**<br>Sal Mineo<br>Susan Kohner<br>Brian Keith<br>**The Disembodied**<br>Paul Burke<br>Allison Hayes<br>**Cyclops**<br>James Craig<br>Gloria Talbott<br>Lon Chaney, Jr.<br>**Portland Expose**<br>Edward Binns<br>Virginia Gregg<br>**Death In Small Doses**<br>Peter Graves<br>Mala Powers<br>**From Hell It Came**<br>Tod Andrews<br>Tina Carver<br>**Man From Monterey**<br>Sterling Hayden<br>Pamela Duncan | **Fire Down Below**<br>(CS-TC)<br>Rita Hayworth,<br>Robert Mitchum,<br>Jack Lemmon<br>**20 Million Miles To Earth**<br>William Hopper,<br>Joan Taylor<br>**The 27th Day**<br>Gene Barry,<br>Valerie French<br>**Jeanne Eagels**<br>Kim Novak<br>Jeff Chandler<br>**The Young Don't Cry**<br>Sal Mineo<br>James Whitmore<br>**No Time To Be Young**<br>Robert Vaughn<br>Dorothy Green<br>**Town On Trial**<br>John Mills<br>Barbara Bates<br>**Pickup Alley**<br>(CS)<br>Victor Mature<br>Anita Ekberg<br>**3:10 To Yuma**<br>Glenn Ford<br>Van Heflin<br>Kathryn Grant | **This Could Be The Night**<br>(CS)<br>Jean Simmons,<br>Paul Douglas,<br>Joan Blondell<br>**The Little Hut**<br>(C)<br>Ava Gardner,<br>Stewart Granger,<br>David Niven<br>**The Seventh Sin**<br>(CS)<br>Eleanor Parker,<br>Bill Travers,<br>George Sanders<br>**Something Of Value**<br>Rock Hudson,<br>Dana Wynter,<br>Wendy Hiller<br>**Man On Fire**<br>Bing Crosby<br>Inger Stevens<br>Mary Fickett<br>**Silk Stockings**<br>(CS-Color)<br>Fred Astaire<br>Cyd Charisse<br>Janis Paige<br>**Gun Glory**<br>(CS-C)<br>Stewart Granger<br>Rhonda Fleming | **The Delicate Delinquent**<br>(VV)<br>Jerry Lewis<br>Darren McGavin<br>**Beau James**<br>(VV-TC)<br>Bob Hope<br>Vera Miles<br>Paul Douglas<br>**Loving You**<br>Elvis Presley<br>Lizabeth Scott<br>Wendell Corey<br>(VV-TC)<br>**Omar Khayyam**<br>(VV-TC)<br>Cornel Wilde,<br>Debra Paget<br>**Cecil B. DeMille's The Ten Commandments**<br>(VV-TC)<br>(Special Engagements)<br>**Stowaway Girl**<br>Trevor Howard<br>Elsa Martinelli<br>(England)<br>**Shortcut To Hell**<br>(VV)<br>Robert Ivers<br>Georgann Johnson | **Value For Money**<br>(TC-VV)<br>John Gregson<br>Diana Dors<br>**Triple Deception**<br>(TC-VV)<br>Michael Craig<br>**The Third Key**<br>Jack Hawkins | **Spoilers Of The Forest**<br>(C)<br>Rod Cameron,<br>Vera Ralston<br>**Man In The Road**<br>Derek Farr,<br>Ella Raines<br>(England)<br>**Beginning Of The End**<br>Peter Graves,<br>Peggie Castle<br>**The Unearthly**<br>John Carradine,<br>Allison Hayes<br>**Journey To Freedom**<br>Jacques Scott<br>Geneviv Aumont<br>**Time Is My Enemy**<br>Dennis Price<br>Renee Asherson<br>**The Lawless Eighties**<br>Buster Crabbe<br>Marilyn Saris<br>**Pawnee**<br>(C)<br>G. Montgomery,<br>Lola Albright | **An Affair To Remember**<br>(CS-C)<br>Cary Grant,<br>Deborah Kerr,<br>Richard Denning<br>**Apache Warrior**<br>Keith Larsen<br>Jim Davis<br>**Will Success Spoil Rock Hunter**<br>(CS-C)<br>Jayne Mansfield,<br>Tony Randall<br>**Seawife**<br>(CS-C)<br>Richard Burton,<br>Joan Collins<br>**Forty Guns**<br>(CS)<br>Barbara Stanwyck,<br>Gene Barry,<br>Barry Sullivan<br>**The Unknown Terror**<br>Paul Richards,<br>Mala Powers<br>**Back From The Dead**<br>Arthur Franz,<br>Peggie Castle,<br>Marsha Hunt | **Bayou**<br>Peter Graves,<br>Lita Milan<br>**The Monster That Challenged The World**<br>Tim Holt,<br>Audrey Dalton<br>**The Vampire**<br>John Beal,<br>Coleen Gray<br>**The Monte Carlo Story**<br>(TC)<br>Marlene Dietrich,<br>Vittorio De Sica<br>**The Fuzzy Pink Nightgown**<br>Jane Russell,<br>Keenan Wynn<br>**Valerie**<br>Sterling Hayden,<br>Anita Ekberg<br>**Jungle Heat**<br>Lex Barker,<br>Mari Blanchard<br>**My Gun Is Quick**<br>Robert Bray<br>**Lady Of Vengeance**<br>Dennis O'Keefe,<br>Ann Sears | **Joe Butterfly**<br>(CS-TC)<br>Audie Murphy<br>George Nader<br>Burgess Meredith<br>**The Midnight Story**<br>(CS)<br>Tony Curtis,<br>Marisa Pavan,<br>Gilbert Roland<br>**Interlude**<br>(CS-TC)<br>June Allyson,<br>Rossano Brazzi<br>**Doctor At Large**<br>(VV-C)<br>(English)<br>Dirk Bogarde<br>**Run Of The Arrow**<br>(TC)<br>Rod Steiger,<br>Sarita Montiel<br>**Night Passage**<br>(TC)<br>James Stewart<br>Audie Murphy<br>Dianne Foster<br>**That Night**<br>John Beal<br>Augusta Dabney<br>**Man Of A Thousand Faces**<br>(CS)<br>James Cagney<br>Dorothy Malone | **A Face In The Crowd**<br>Andy Griffith<br>Patricia Neal<br>**The D.I.**<br>Jack Webb,<br>Don Dubbins,<br>Jackie Loughery<br>**The Prince And The Showgirl**<br>(TC)<br>Marilyn Monroe,<br>Laurence Olivier<br>**X—The Unknown**<br>Dean Jagger<br>**The Curse Of Frankenstein**<br>(C)<br>Peter Cushing,<br>Hazel Court<br>**Band Of Angels**<br>(C)<br>Clark Gable<br>Yvonne DeCarlo<br>**Rising Of The Moon**<br>Frank Lawton<br>Denis O'Dea<br>**The James Dean Story**<br>James Dean | **Johnny Tremain**<br>(TC)<br>(Disney)<br>Hal Stalmaster<br>Luana Paten,<br>Jeff York<br>(BuenaVista)<br>**Drag Strip Girl**<br>Steve Terrell<br>Fay Spain<br>(American Int.)<br>**Rock All Night**<br>Dick Miller<br>and Platters<br>(American Int.)<br>**Bambi**<br>(TC)<br>(Disney)<br>(RE)<br>(Buena Vista)<br>**I Was A Teenage Werewolf**<br>Michoel Landon<br>Yvonne Lime<br>(American-Int.)<br>**Invasion Of The Saucer Men**<br>Steve Terrell<br>Gloria Castillo<br>(American-Int.) |
| **PROMISED FOR EARLY RELEASE** | **Teenage Doll**<br>June Kenney<br>John Brinkley<br>Fay Spain<br>**Undersea Girl**<br>Mara Corday<br>Pat Conway<br>**Naked In The Sun**<br>(C)<br>James Craig<br>Barton MacLane<br>Lita Milan<br>**Looking for Danger**<br>Bowery Boys<br>**Streets Of Havana**<br>John Cassavetes<br>Raymond Burr<br>Sara Shane<br>**The Rifle**<br>(C)<br>Joel McCrea<br>Virginia Mayo<br>**Hunchback Of Notre Dame**<br>(TC-CS)<br>Gina Lollobrigida<br>Anthony Quinn<br>**Hongkong Story**<br>Jack Kelly<br>Lita Hwa<br>**Sabu and the Magic Ring**<br>(C)<br>Sabu | **The Brothers Rico**<br>Richard Conte<br>Dianne Foster<br>**The Parson and The Outlaw**<br>(TC)<br>Anthony Dexter<br>Buddy Rogers<br>Marie Windsor<br>**Woman Of The River**<br>(TC)<br>Sophia Loren<br>Gerard Oury<br>**The Golden Virgin**<br>Joan Crawford<br>Rossano Brazzi<br>**Domino Kid**<br>Rory Colhoun<br>Kristime Miller<br>**The Tijuana Story**<br>Rodolfo Acosta<br>James Darren<br>Jean Wiles<br>**The Harlem Globetrotters**<br>(RE) | **Tip On A Dead Jockey**<br>(CS)<br>Robert Taylor<br>Dorothy Malone<br>**Decision Against Time**<br>Jack Hawkins<br>(England)<br>**Action Of The Tiger**<br>(CS-Color)<br>Van Johnson<br>Martine Carol<br>**House Of Numbers**<br>Jack Palance<br>Barbara Lang<br>**The Hired Gun**<br>Rory Calhoun<br>Anne Francis<br>**Until They Sail**<br>Jean Simmons<br>Joan Fontaine<br>Paul Newman<br>**The Invisible Boy**<br>Richard Eyer<br>Diane Brewster<br>Philip Abbott<br>**I Accuse**<br>Jose Ferrer<br>Viveca Lindfors<br>Anton Walbrook | **Mr. Rock And Roll**<br>Alan Freed<br>Rocky Graziano<br>Lionel Hampton<br>**The Devil's Hairpin**<br>(VV)<br>Cornel Wilde<br>Jean Wallace<br>**The Joker Is Wild**<br>(VV)<br>Frank Sinatra<br>Jeanne Crain<br>**Sailor Beware**<br>(RE)<br>Dean Martin<br>Jerry Lewis<br>**Jumping Jacks**<br>(RE)<br>Dean Martin<br>Jerry Lewis<br>**Hear Me Good**<br>(VV)<br>Hal March<br>Merry Anders<br>**Zero Hour**<br>(VV)<br>Dana Andrews<br>Linda Darnell<br>Sterling Hayden<br>**The Tin Star**<br>(VV)<br>Henry Fonda<br>Anthony Perkins<br>Betsy Palmer | **The Black Tent**<br>(TC-VV)<br>Anthony Steel<br>**A Town Like Alice**<br>Virginia McKenna<br>**The Gentle Touch**<br>(T)<br>George Baker<br>**As Long As They're Happy**<br>(EC)<br>Jack Buchanan<br>Diana Dors<br>**Jacqueline**<br>John Gregson<br>Kathleen Ryan<br>**Pursuit Of The Graf Spee**<br>(TC-VV)<br>John Gregson<br>**An Alligator Named Daisy**<br>(TC-VV)<br>Donald Sinden<br>Diana Dors<br>**The Spanish Gardener**<br>(TC-VV)<br>Dirk Bogarde<br>Jon Whiteley | **Last Stagecoach West**<br>Jim Davis,<br>Mary Castle<br>**Taming Sutton's Gal**<br>John Lupton,<br>Gloria Talbott<br>**Hell Canyon Outlaws**<br>Dale Robertson<br>Brian Keith<br>Rosanna Rory<br>**Operation Conspiracy**<br>Philip Friend<br>Mary Mackenzie<br>**The Wayward Girl**<br>Marcia Henderson<br>Peter Walker<br>**Panama Sal**<br>Elena Verdugo<br>Edward Kemmer<br>**Raiders Of Old California**<br>Jim Davis<br>Arleen Whelan<br>**The Crooked Circle**<br>John Smith<br>Fay Spain | **Hell On Devil's Island**<br>Helmut Dantine<br>Donna Martell<br>**The Sun Also Rises**<br>(C-CS)<br>Ava Gardner<br>Tyrone Power<br>Errol Flynn<br>**Three Faces Of Eve**<br>(CS)<br>David Wayne<br>Joanne Woodward<br>**The Deerslayer**<br>(C-CS)<br>Lex Barker<br>Forest Tucker<br>Cathy O'Donnell<br>**No Down Payment**<br>(CS)<br>Jeffrey Hunter<br>Sheree North<br>Tony Randall<br>**The Copper Sky**<br>Coleen Gray<br>Jeff Morrow<br>**Stopover Tokyo**<br>(DC-CS)<br>Robert Wagner<br>Joan Collins<br>EHdmond O'Brien<br>**Ride A Violent Mile**<br>(RS)<br>John Agar<br>Penny Edward | **Chicago Confidential**<br>Brian Keith<br>Beverly Garland<br>**Gunsight Ridge**<br>Joel McCrea<br>Mark Stevens<br>Joan Weldon<br>**Enemy From Space**<br>Brian Donlevy<br>**The Careless Years**<br>Dean Stockwell<br>Natalie Trundy<br>**Street Of Sinners**<br>Geo. Montgomery<br>Geraldine Brooks<br>**Satchmo, The Great**<br>Louis Armstrong | **Joe Dakota**<br>(C)<br>Jock Mahoney<br>Luana Patten<br>**The Land Unknown**<br>(CS)<br>Jock Mahoney,<br>Shawn Smith<br>**Jet Pilot**<br>(TC)<br>John Wayne,<br>Janet Leigh<br>**Quantez**<br>(EC-CS)<br>Fred MacMurray<br>Dorothy Malone<br>**The Unholy Wife**<br>(TC)<br>Diana Dors<br>Rod Steiger<br>**Escapade In Japan**<br>(TC-TE)<br>Teresa Wright<br>Cameron Mitchell<br>**Slaughter On Tenth Avenue**<br>Richard Egan<br>Jan Sterling<br>Dan Duryea<br>**Slim Carter**<br>(C)<br>Jock Mahoney<br>Tim Hovey<br>Julie Adams | **The Pajama Game**<br>(C)<br>Doris Day<br>John Raitt<br>Carol Haney<br>**Black Patch**<br>George Montgomery<br>Diane Brewster<br>**Johnny Trouble**<br>Ethel Barrymore<br>Cecil Kellaway<br>Stuart Whitman<br>**The Helen Morgan Story**<br>(CS)<br>Ann Blyth<br>Paul Newman<br>Richard Carlson<br>**Black Scorpion**<br>Richard Denning<br>Mora Corday | **Reform School Girl**<br>Gloria Castillo<br>(American Int.)<br>**Rock Around The World**<br>Tommy Steele<br>(American Int.)<br>**The Amazing Colossal Man**<br>Glenn Langan<br>Cathy Downs<br>(American Int.)<br>**The Cat Girl**<br>Lynn Tracey<br>Barbara Shelley<br>(American Int.)<br>**Perri**<br>(TC)<br>(Disney)<br>(Bueno Vista) |

**SYMBOLS USED ABOVE:** CS—CinemaScope, C—Color, RE—Reissue, TC—Technicolor, VV—VistaVision—Name of country, other than U.S.A., indicates import.

# Entertainment

## ...that spells Boxoffice!

"**Entertainment** with enough sex lure and fast action to make it appeal to both younger and adult sets!"

*—Motion Picture Daily*

"Good **entertainment!** Has pace, suspense... liberally sprinkled with laughs!"

*—Boxoffice*

"Rollicks merrily along and will be enjoyed by all! Pleasing **entertainment**

*—Film Daily*

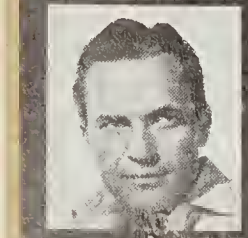
"Enjoyable film fare! Comedy drama that will amuse and **entertain** audiences!"

*—Showmen's Trade Review*

**WATCH FOR IT in...**
CLEVELAND—Loew's State
DENVER—Paramount
WASHINGTON—Loew's
BUFFALO—Shea's Buffalo
DETROIT—Michigan Theatre

**JANE RUSSELL**

**KEENAN WYNN**
He held the gal at gun-point—but then she got into that nightie...



and **RALPH MEEKER**
as MIKE
He thought the dame was a soft touch—but every time he touched her he got scorched!

# the fuzzy pink nightgown

co-starring **FRED CLARK**
with UNA MERKEL · BENAY VENUTA · ROBERT H. HARRIS
BOB KELLEY · DICK HAYNES · JOHN TRUAX · MILTON FROME
Also Starring **ADOLPHE MENJOU**
Screenplay by RICHARD ALAN SIMMONS · Based on a novel by SYLVIA TATE
Produced by ROBERT WATERFIELD · Directed by NORMAN TAUROG
A RUSS-FIELD PRODUCTION

YOU'VE SEEN EVERYTHING WHEN YOU SEE **it!**...

THRU **UA**

# MOTION PICTURE EXHIBITOR

SEPTEMBER 25, 1957 VOLUME 58 NUMBER 22
IN TWO SECTIONS • THIS IS SECTION ONE

***To All Of This . . .***
***"Amen!"***

*editorial*

## Conciliation Approved

*(page 6)*

## FCC Backs Trial Toll-TV

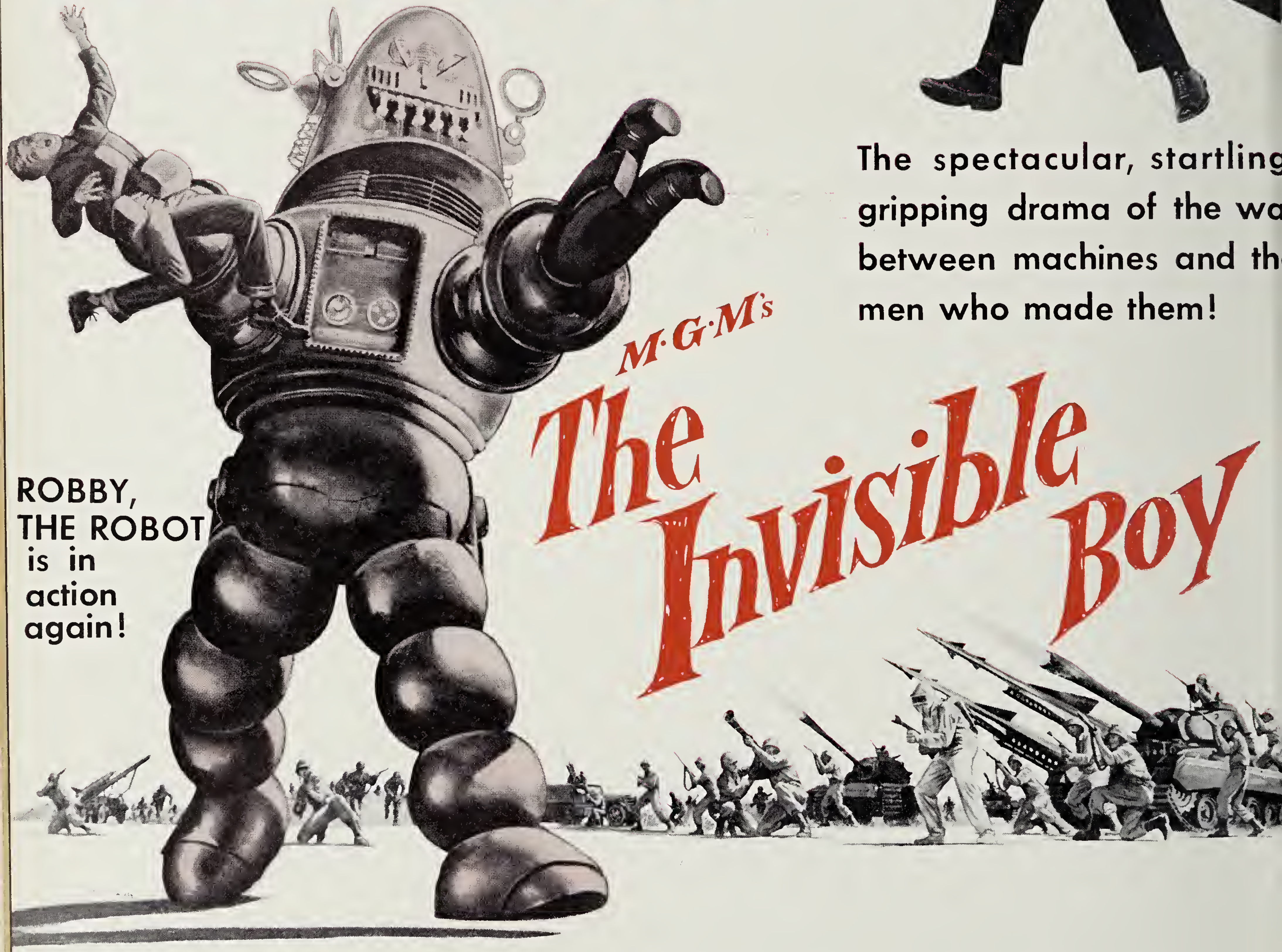
*(page 7)*

**AND FEATURING: THE SERVISECTION**

George Seaton, president of the Academy of Motion Picture Arts and Sciences, was influential in bringing about the industry's sponsorship of next year's Academy Awards telecast.

# NOTHING LIKE IT EVER TO
# GRIP YOUR PATRONS!

The spectacular, startling
gripping drama of the wa
between machines and th
men who made them!



**ROBBY, THE ROBOT is in action again!**

M·G·M's

# The Invisible Boy

In a market where goose pimples spell money at the box-office, this picture will raise a bumper crop! Here is the world's imagination run riot with headline-hot guided missiles, the satellite space station, a stratosphere kite that carries human cargo and other amazing sights. Your screen will thunder as The Invisible Boy sets off the war between the world and incredible electronic inventions that defy human control!

*M-G-M presents "THE INVISIBLE BOY" starring Richard Eyer · Philip Abbott · Diane Brewster · with Harold J. Stone · Robert H. Harris · And Robby, The Robot · Screen Play by Cyril Hume · Based On the Story by Edmund Cooper · A Pan Production Directed by Herman Hoffman · Produced by Nicholas Nayfack*

# MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

SEPTEMBER 25, 1957

VOLUME 58 NUMBER 22

## TO ALL OF THIS . . . "AMEN!"

ONE OF THE BEST pieces of news in many a day, heralding what must prove to be a forward step in all-industry promotional effort, is the MPAA's decision to sponsor the Academy Awards telecasts.

To Academy president George Seaton for his many constructive proposals, to MPAA president Eric Johnston and the MPAA board of directors for agreeing to pick up the tab, and to the MPAA advertising and publicity director's committees for supplying the drive and showmanship, must go the wholehearted approval of all elements in this business, whether producer, distributor, exhibitor, or trade publisher. As one of the latter, we have through the years added our voice to the chorus that urged such action. Most other trade papers and industry leaders did the same. This final decision is a worthy victory for all, and we are confident that history will prove it to be a turning point in all-industry cooperation.

No longer must we duck and dodge between millions of little Oldsmobiles, in precision choral lines along super highways, in order to witness the honored greats of non-relating film accomplishments. This will be our industry's own trade show, world fair and film festival, rolled into one and presented to the very best of our combined abilities. This will be our big all-industry effort that should be a part of everything we do all year long.

* * *

And may we add to all of this just one personal hope. As our big show comes booming across the air waves, and as millions of Americans watch intently and root for their film favorites, is it unfair to hope that the "station breaks" will be restrained from chanting: "WXYZ-TV, where you will always see the World's Best Movies!" Or some similar TV "plug." Given a choice, the average theaterman would rather have Oldsmobiles.

## THE GREAT SCREENING ROOM MYTH

WE DON'T KNOW which brilliant mind first concluded that screening rooms were the wrong "climate" for comedies; but he certainly left his mark and nobody has attempted to have a new thought on the subject since. So, being a little too busy to run out to some "sneak" in a neighborhood theatre miles away, we haven't seen Columbia's "OPERATION MAD BALL," which we hear is a pretty hilarious comedy. Due to some "sneak," however, a series of three trailers on this show was "sneaked" into the program at one of our recent screenings, and if the show itself can live up to the pace of these trailers, it must be terrific. Isn't it odd though that the trailers were funny in the same screening room where someone fears the show mightn't be?

Of course, this isn't the first comedy to be so coddled. And it won't be the last. But to the great majority of theatremen who were all too busy to run out to a "sneak" in some neighborhood theatre in their areas, we can only advise that they treat themselves to a look at these trailers. Even if they're shown in the men's room. They're fresh, funny, and nobody will forget that they saw the sales punch! Catch them!

## RANDOM SHOTS

- LOOKING AT a recent SEC report, itemizing those theatre executives who own varying blocks of stock in LOEW'S, INC., and who are backing management's proxy efforts, furnishes a good barometer to the concern of theatremen generally over the future well-being of MGM pictures. When the final votes are tallied, it might very well be that theatremen prove to own enough shares to elect a director of their own, and actually more shares than Mr. Tomlinson, who seems to be trying to steal the company. And this is as it should be. What stronger corporation could there be than one in which its customers have a large financial interest?

- APROPOS OF NOTHING at all, but good for a grin and a shake of the head, is the item in Leonard Lyons' recent column about that current blockbuster, "THE PAJAMA GAME," that is setting some new records at the Music Hall. Because the whole story is that of a successful unionizing conflict between an Amalgamated Clothing Workers local and a pajama factory, and a love affair between the representatives of each, Warners, wanting technical advice, went to a firm named Weldon Pajamas, and they say so in the credits. But, it seems somebody did a booboo. Weldon Pajamas still operates a non-union shop.

*Jay Emanuel*

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# Letters . . .

UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

## From BOSTON, MASS.

Under the heading "FOR THE CLIP-AND-SAVE DEPARTMENT" on the editorial page of the July 10 issue of MOTION PICTURE EXHIBITOR, you referred to an article entitled, "Are Teenagers Safe at Drive-In Theatres?" which had appeared in The Family Digest (Catholic), with original credit to The Catholic Preview of Entertainment. We are interested in locating a copy of this article and have tried unsuccessfully to find the issue in which it appeared.

Will you kindly inform us the date of the issues carrying the article, and the addresses of the publications.

MARY E. TULLY
Lockwood and Gordon Enterprises, Inc.

*EDITOR'S NOTE: The Family Digest, issue of June, 1957, and published by Our Sunday Visitor, Inc., Huntington, Ind., ran a condensed version credited to The Catholic Preview of Entertainment, issue of December, 1956, published at 8 East 48th Street, New York, N. Y. As we recommended: "Clip-and-Save!"*

## From URBANA, ILL.

Please enter and accept payment for a one year subscription to MOTION PICTURE EXHIBITOR to be directed to my very good friend (a neighboring newspaper editor). Also send to him a one year's back supply of your pink ServiSections, so that he can have a backlog of these useful reviews.

Send bill for all this to me. You may write him a note telling him of this gift if you like.

L. FRANK STEWART
Stewart Enterprises, Inc.

*EDITOR'S NOTE: Few local newspapers have reliable files of such data, and we know from similar gifts in the past that the weekly arrival of "your favorite trade paper" can result in awakening interest in movies and in movie matters.*

## From PETERSBURG, VA.

Your records will indicate that I was Runner-up Number Four in your SHOWMANSHIP SWEEPSTAKES dated June 12, 1957, for which I have received my Achievement Citation. However, I was also Runner-up Number Four for my entry on "THE KING AND FOUR QUEENS" in your earlier SHOWMANSHIP SWEEPSTAKES in the issue of March 13, for which I never received an Achievement Citation. It may have been sent but been lost in the mails. In any event I never got it, so I wonder if you could send me a duplicate? You see, I take great pride in framing these accomplishments, and hanging them on my office wall for all to see. This is particularly so since I won your $600 prize on "TREASURE OF PANCHO VILLA" back in April, 1956. In all I have won one first and three runner-ups, of which I am very proud.

I sure enjoy reading MOTION PICTURE EXHIBITOR, and I believe SHOWMANSHIP SWEEPSTAKES is a wonderful idea to broaden the field of advertising and exploitation so that all exhibitors may benefit.

JAMES B. MYERS, JR.
Bluebird Theatre

EDITOR'S NOTE: We agree with you, and we would like very much to continue SHOWMANSHIP SWEEPSTAKES on a weekly basis. But, enthusiasm being at a very low ebb right now, as reflected in distributor advertising that is, there just isn't enough revenue to carry it. Sorry- P.S. The duplicate citation is being forwarded.

## From ST. LOUIS, MO.

Audience collections for the Will Rogers Hospital were disheartening in my theatre, but did result in two requests from other, and more local, charitable organizations for similar collections.

I am still of the opinion that *one* midnight benefit show, with a first-run picture in a large theatre in every city, and in as many towns as possible, and jointly crossadvertised by all other theatres in the particular city, town, or area, would be much better. It would net the hospital more money; it would make the public more conscious of what we are doing because it would merit and receive more attention from newspapers, radio, and TV; and it would turn a bright spot-light of publicity on the particular first-run picture chosen for such an event, that would benefit all of our boxoffice grosses on it. I believe this could be an annual or semi-annual affair that would be very much to our industry's advantage.

TOMMY JAMES
Comet Theatre

*EDITOR'S NOTE: Most reports of audience collections for the Will Rogers Hospital have been good; but Mr. James' view seems worthy of kicking around. We can understand that the further you get away from Saranac, the less the public knows or is interested. What do you other theatremen think about it?*

## From POUGHKEEPSIE, N. Y.

Please consider this as a suggestion that one of your future surveys be devoted to the pay scale of the "average" theatre manager, and how such an average compares with the pay scales of other administrative personnel in other industries.

I feel sure the results of such a survey would be of general interest and extremely enlightening. I further believe that such a survey might eventually benefit the industry as a whole.

M. A. ROSE
Theatre Manager

*EDITOR'S NOTE: We agree that this subject would have general interest; but under current business conditions we wonder whether any owner would spend one thin dime more than he must for even minimum results. Maybe if we all get our backs behind the coming industry promotional drive, and thereby better our individual theatre grosses, employers will be more receptive. We would welcome comment on this from both managers and employers.*

## LETTERS between READERS

**Question:**

**Dr. Harry C. Chubb,
Hershey Community Theatre,
Hershey, Pa.**

**Dear Dr. Chubb:**

**I read your letter about "TEEN-AGE PRICES AND TEEN-AGE BEHAVIOR" in MOTION PICTURE EXHIBITOR.**

**We have several small theatres and the printing of the Student Movie Club ticket would be quite an item with us. Therefore, would like to know if you had them printed locally or if some of the ticket printing companies printed them for you. If you could furnish me with this information and the price you paid for them I would certainly appreciate the favor, and am enclosing stamped addressed envelope for your reply.**

**T. D. FIELD, President
Field Theatres Corp.**

**Answer:**

**Mr. T. D. Field, Pres.
Field Theatres Corp.
P. O. Box No. 643
Abingdon, Virginia**

**Dear Mr. Field:**

**The student movie cards printed on two sides as shown in MOTION PICTURE EXHIBITOR were printed by the Boyer Printing Company, Liberty and Walton Streets, Lebanon, Pennsylvania.**

**This city is in our immediate vicinity and only about 12½ miles from Hershey. In 5,000 quantities they cost us $39.88.**

**I am glad to hear that you, too, use the MOTION PICTURE EXHIBITOR. It is most informative and we use the reviews found in it to a great extent in buying pictures for our theatre.**

**DR. HARRY C. CHUBB,
Hershey Community Theatre**

EDITOR'S NOTE: Thanks for letting us peek at your mail. As you may have guessed, we're pretty proud of our heads-up, modern executive subscribers.

# BROADWAY GROSSES

(As of this Monday)

## No Excitement on Broadway

NEW YORK—With all hold-over product, there was little or no excitement in the Broadway first runs last weekend. All houses reported below average business.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"LOVE IN THE AFTERNOON"** (Allied Artists). Paramount ($47,654)*—Fifth week was heading toward $30,000.

**"THE SUN ALSO RISES"** (20th-Fox). Roxy ($81,398)—Friday, Saturday and Sunday rang up $36,656, with the fifth week sure of $53,000. Usual stage show.

**"THE PAJAMA GAME"** (Warners). Radio City Music Hall ($146,192)—Thursday through Sunday reported at $87,000, with the fourth week estimated at $125,000. Usual stage show.

**"JEANNE EAGELS"** (Columbia). Capitol ($39,813)—Fourth and last week sure to reach $26,000.

**"3:10 TO YUMA"** (Columbia). Astor ($24,578)—Fourth week down to $16,000.

**"THE WOMAN IN THE DRESSING GOWN"** (Warners). Victoria ($21,930)—Second and last week only $9,000.

**"HOUSE OF NUMBERS"** (MGM). Loew's State ($18,644)—Second and last week down to $11,000.

**"MAN OF A THOUSAND FACES"** (U-I). Palace—Sixth week reported at $16,500.

**Figures in parentheses represent 1956 weekly averages as reported in MOTION PICTURE EXHIBITOR.*

## TNT Telecast To 173 Theatres

NEW YORK—The closed-circuit telecast of the Robinson-Basilio middleweight bout by Theatre Network Television was to reach 39 states, the District of Columbia, and three provinces in Canada this week, it was announced. Some 173 theatres in 130 cities were scheduled to carry the telecast of the bout, according to Nathan L. Halpern, TNT president.

The telecast of the bout into Canada marked the first time that a closed-circuit network had been set in that country.

## Astor's Savini Dies

ATLANTA — Emile N. Savini, executive vice-president, Astor Pictures Corporation, died here last week at the age of 65, following a brief illness.

Savini, brother of the founder and late president of Astor, was in charge of southern activities for the company, having made Atlanta his headquarters for many years.

He is survived by his widow, Jet, a son, David, and two daughters, Teresa and Patricia.

## I N D E X

VOLUME 58, NUMBER 22 SEPTEMBER 25, 1957

SECTION ONE

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SECTION TWO

THE SERVISECTION . . . . . . . . . . SS1-SS8
(Yellow Check-Up Section)

# Circuit Production Conference Set By Department Of Justice

WASHINGTON—It was learned last fortnight that the Department of Justice had invited leading industry companies and organizations to attend a conference here on Oct. 10 to discuss the question of the production and distribution of motion pictures by divorced circuits. It was expected that Victor R. Hansen, assistant attorney general in charge of the Department's anti-trust division, would participate, together with Maurice Silverman, the division's industry specialist.

Invited to participate have been the eight distributor companies involved in the Paramount case, as well as other distributors; the society of independent motion picture producers; the five theatre companies that were established as a result of the consent decree; and exhibitor organizations, including Allied States Association, Theatre Owners of America, and Southern California Theatre Owners Association.

The department's reason for calling the conference is believed to have stemmed from a proposal made sometime ago by National Theatres requesting permission to enter the production-distribution field.

Meanwhile, Sam Rosen, executive vice-president, Stanley Warner Theatres, said, "our entry into film production is still a subject of live interest." Other SW executives have stated on various occasions that the company might engage in production to relieve the product shortage. Loew's Theatres, as well as other circuits, also indicated interest in production which they are banned by Federal consent decree from doing.

**Darryl F. Zanuck recently reported to the trade press on his CinemaScope production of "Deluxe Tour." The bandage is a result of a head injury sustained while making the film, which will be released in the fall of 1958.**

## Minsky To Telemeter

HOLLYWOOD—Louis A. Novins, president, International Telemeter Corporation, announced last week the appointment of Howard G. Minsky as eastern sales manager for Telemeter. He will headquarter in the Paramount Building in New York.

Minsky assumed his new post immediately, and resigned as mid-eastern division manager for Paramount. Prior to his association with Paramount, he was mid-eastern division manager for 20th Fox, and an executive of Skouras Theatres, New York.

# The NEW YORK Scene

### By Mel Konecoff

DARRYL F. ZANUCK, man of many talents and independent producer on the 20th-Fox roster, returned from abroad after exposing some 40,000 feet of film on behalf of his latest project "Deluxe Tour," which he wanted to see before shooting another fifteen thousand on just the outdoor sequences required. The only place he can see this is at the company's experimental theatre in the Bronx, which is equipped with 55mm projectors, the only installation presently available.

Next year, Zanuck will go to work with 10 or 12 actors, of which six will be top-flight. The finished print should be ready for exhibition come fall of next year, when it will be roadshown in a number of key theatres on 55mm projectors. At a later date, a 35mm version will be available for general playoff. Fox presently is constructing 10 projectors to start the roadshowings when the film is ready. Zanuck expects to rejoin the crew in Stockholm to resume filming.

In between and betwixt, he will film "Compulsion" in Chicago in the heat of next summer and expects to do exteriors as well as interiors there in black and white CinemaScope. This is a reversal of his policy of filming CinemaScope only in color, but he felt it was warranted in this case. Unknowns will be used for greater realism. Another film, "Roots of Heaven," will be shot in Africa next winter. Zanuck reported further that his "Island in the Sun" is Fox's biggest grosser in several years and he opined that the public is the final jury, evidently liking the film—critics or no.

Incidentally, the story that he broke the bank at Monte Carlo was for the birds, he insisting that this was merely propaganda issued by the Casino there.

**THE METROPOLITAN SCENE: Rod Steiger, star of Rank's "Across The Bridge," was in town for promotional activities. . . . Disney's ace exploitation manager Bob Dorfman became a father again, a boy born last week. He will not be named Perri but rather Walter Jay. . . . Warners has asked the Brooklyn Museum for the 1600 year-old mummy it wants to get rid of for use in promoting the forthcoming release "The Story of Mankind." If they don't get the mummy, they will have at least gotten some publicity (oh that Mike Hutner). . . . Columbia has changed the title of "The Golden Virgin" back to "The Story of Esther Costello." Anybody want to buy that golden statue we talked about in this space last week? We can get you a good deal, subject to prior sale, of course. . . . Machito and orchestra have recorded "No Down Payment," which, incidentally, happens to be the name of a forthcoming Fox release.**

# Conciliation To Start In November

## "No Subject Is Barred"; Joint Committee Accepts System Without Waiting For Final Arbitration Pact

NEW YORK—A nationwide conciliation system between motion picture exhibitors and distributors has been agreed upon and established, and will be put into effect by the distributing companies on Nov. 1, for the benefit of any and all exhibitors, the joint exhibitor-distributor negotiating committee on conciliation and arbitration announced last week following meetings here.

The conciliation system is designed to handle any differences between an exhibitor and a distributor. No subject is barred. The system assures that any matter an exhibitor wishes to bring up will be fully considered, first at the branch level and then, if the exhibitor so desires, by the office of the general sales manager.

This new system of conciliation was worked out by the joint committee representing both exhibitors and distributors. Approval of the conciliation text was separately given by official action of the exhibitor organizations. Each of the distributing companies has recorded its decision to put the system into effect on Nov. 1. Industry representatives on the joint committee unanimously agreed that conciliation should be put into effect without waiting until agreement could be reached on an arbitration system.

"We consider this action today as one of the most important achievements in national exhibitor-distributor relations of the motion picture industry," the joint committee said. "We are happy to emphasize that this agreement on conciliation is the result of a series of frank, constructive discussions between responsible representatives of the exhibition and distribution branches of the industry." Encouraged by the progress made in working out a conciliation plan, the committee pledged itself to continue efforts to agree upon and establish an industry arbitration system.

Exhibitor organizations represented in the conference were Allied States Association, Independent Theatre Owners of America, and Theatre Owners of America. Distribution companies included were Allied Artists, Columbia, Loew's, Paramount, Republic, RKO, 20th-Fox, Universal, Warners, and United Artists.

Present at the conclusive meeting were, for distributors, Abe Montague, Columbia; Charles M. Reagan, Loew's; Robert J. Rubin, Paramount; Adolph Schimel, Universal; and Howard Levinson, Warners. For exhibitors, Ernest G. Stellings, Herman M. Levy, John Stembler, Albert M. Pickus, George G. Kerasotes, and Joseph Alterman, TOA; Abram F. Myers, Nathan Yamins, Edward W. Lider, and Wilbur Snaper, National Allied; and Max A. Cohen, ITOA, appeared.

The text of the agreement provides that conciliation be initiated by written application of the exhibitor desiring the meeting to the branch manager affected, stating the grievance and naming one person, not an attorney, to accompany him to the requested meeting. By mutual agreement of exhibitor and distributor, it is further provided that interested third parties may be invited, each entitled to attend with one person not an attorney. The meeting shall take place, it is stated, in the distributor's exchange following a lapse of seven days, or 14 days if third parties are invited.

"If a conclusion satisfactory to both parties is not reached at the conciliation meeting," the text states in part, "the request of the exhibitor shall be deemed rejected unless the branch manager . . . requests additional time . . . in which event the branch manager shall notify the exhibitor as speedily as possible but not later than twenty-one days . . . of the conclusion reached by him on the exhibitor's request.

"If the exhibitor . . . is dissatisfied with the disposition . . . he may apply in writing to the general sales manager of the distributor for a further meeting . . . held at the distributor's home office . . . attended by the exhibitor or anyone designated by the exhibitor to represent him and not more than one other person (who may be an attorney). and the general sales manager or a sales manager designated by him, and not more than one other person of his selection (who may be an attorney)," it is said.

"The discussion . . . shall be confidential and without prejudice, and the exhibitor and the distributor and third parties . . . and their respective associates, by participating in the conciliation meetings, agree that nothing said, written or done by any party in or in connection with the conciliation shall constitute an admission or statement against interest, or be used as such," the agreement states. "Conciliation hereunder shall not bar an exhibitor from resorting to arbitration or to litigation," it concludes.

## Arbitration Talks Recess; Conciliation Work Continues

**NEW YORK—At the conclusion of the meeting of the Joint Exhibitor-Distributor Committee on Conciliation and Arbitration last week, it was announced that the group would reconvene at MPAA headquarters here on Nov. 6 to continue its assigned duties of completing an arbitration draft.**

**Although no formal statement of progress was released, a spokesman stated that the conferences had reached agreement on "a number of points," following the accord with respect to conciliation. Meanwhile, it was understood that work would be expedited on the conciliation system, which becomes effective Nov. 1.**

## DeMille Speaks For Goldwyn

SAN FRANCISCO — Samuel Goldwyn's anti-trust suit against National Theatres and other defendants continued last fortnight in Federal Court. Cecil B. DeMille, as a witness, told the Court that he considered Goldwyn "tops" in movie producing, and said his faith in Goldwyn extended back as far as the early 1920's, when he helped him get a loan from the Bank of America. He revealed that he was associated with Goldwyn in the movie industry in 1913.

## Alice Gorham Succumbs

DETROIT—Alice Gorham, director of advertising and exploitation for United Detroit Theatres for over 18 years, a member of the COMPO Press Committee, and one of the industry's top women in advertising, died suddenly last week. Her husband died recently.

## Seitz Denies Injunction To Halt Loew's Meeting

WILMINGTON—Chancellor Collins J. Seitz last week handed down an opinion in the Court of Chancery action of Ralph B. Campbell against Loew's, Inc., and its executives Joseph R. Vogel, William A. Parker, George L. Killion, and John L. Sullivan.

The Chancellor said, "No preliminary injunction will issue to enjoin the holding of the meeting, now fixed for October 15 . . . the corporation will be preliminarily enjoined from recognizing and counting any proxies held by the individual defendants unless the corporation supplies the Tomlinson board members the stockholders' list . . . the corporation will be preliminarily enjoined from recognizing or counting any proxies held by the Vogel group or others to the extent that such proxies purport to grant authority to vote for the removal of Tomlinson and Meyer as directors . . . no preliminary injunction will issue to restrain the corporation from paying reasonable sums incurred by the Vogel group in soliciting proxies . . . a preliminary injunction will issue to compel the individual defendants to attend directors' meetings."

This, the chancellor pointed out, is the decision on the plaintiff's request for a preliminary injunction to restrain the holding of a stockholders' meeting or alternatively to prevent the meeting from considering certain matters or to prevent the voting of certain proxies.

## Universal 39 Week Report

NEW YORK—Universal Picture Company and subsidiary companies have reported earnings for the 39 weeks ending Aug. 3 of $1,887,498, after proving $2,005,000 for Federal taxes on income. After dividends on the preferred stock, these earnings are equivalent to $1.86 per share on the 927,254 shares of common stock outstanding in the hands of the public on Aug. 3.

For the 39 weeks ended July 28, 1956, earnings were $2,227,933, equivalent to $2.22 per share after preferred dividends. The above 1956 earnings, however, do not include nonrecurring capital profit of $1,021,000.

## AB-PT Annual Meet Set

NEW YORK—Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, announced last week that the 1957 annual convention of the company's theatre affiliates will take place at the Westchester Country Club, Rye, N. Y., Sept. 30-Oct. 2.

These annual conventions have been held since the inception of AB-PT in 1950 and the purpose this year, as in the past years, will be to discuss operational and management matters as well as industry problems, Goldenson said.

## BIS To Restore Service

NEW YORK—British Information Services announced last week that arrangements have been made to replace theatrical film services, which were withdrawn in June for economy reasons.

Lester Schoenfeld, distribution manager, who is shortly leaving the organization, will set up a film distribution business of his own. He will then be appointed BIS official theatrical distributor.

## Theatre Grosses Steady During Telemovie Trial

BARTLESVILLE, OKLA.—Phil Hays, manager of Video Independent Theatres' local telemovie operation, stated last week that after two weeks of operation, the telemovies apparently had not affected attendance at the circuits regular theatres here, with business being slightly above last year's average. He held interest and publicity concerning the project responsible for the attendance increase.

It was reported at the same time that telemovie installations were running behind schedule, with about 450 homes being wired for telemovies as of last week. The second month's first-run product for the project came from the releases of Universal, United Artists, Columbia, and Warners. The second run channel includes product from Universal, Warners, Republic, Buena Vista, and Columbia.

It was learned that Paramount also had agreed to supply film to Video. Barney Balaban, Paramount president, said no specific number of pictures nor time periods had been designated, however, and did not know what the initial Paramount picture to be shown would be. Paramount recently completed its eastern demonstrations of its own International Telemeter device for closed circuit transmission of films and other entertainment to home TV sets.

### Rosen Dais Announced

NEW YORK—A large group of industry leaders have accepted invitations to sit on the dais at the New York Cinema Lodge of B'nai B'rith tribute to Samuel Rosen, executive vice-president, Stanley Warner Theatres, to be held at the Hotel Sheraton Astor on Oct. 2, it was announced last week by Jack H. Levin, chairman of the event.

Rosen will be presented with the Cinema Lodge "Honor Scroll" for his years of service as a leader in industry and communal charitable and humane endeavors.

Among those who have accepted invitations are Robert S. Benjamin, Harry Brandt, Richard Brandt, William Brandt, Walter S. Branson, Leo Brecher, Max A. Cohen, Robert W. Coyne, George F. Denbow. Leopold Friedman, Emanuel Frisch, William J. German, Leonard Goldenson, Irving H. Greenfield, Roy M. Haines, Arthur Israel, Jr., Leo Jaffe, Harry H. Kalmine, Arthur Krim, Paul N. Lazarus, Jr., Abe Montague, Bob O'Donnell, B. K. O'Shea, Eugene Picker, Walter Reade, Jr., Samuel Rinzler, Herman Robbins, George J. Schaefer, Ben Sherman, Sol Strausberg, Richard F. Walsh, Robert M. Weitman, and Max Youngstein.

### 65mm. For "Ben Hur"

HOLLYWOOD—Following the successful debut of MGM Camera 65 on "Raintree County," MGM has announced the same new process of filming will be used next year on "Ben Hur."

It was revealed the studio has contracted with Panavision, Inc., under direction of Robert Gottschalk, to develop 10 new lenses which will provide the sharpest focus ever given a camera. This will be made necessary because of difficult focal lengths required for spectacular scenes of "Ben Hur."

Another important advantage, according to MGM, is that film, once exposed, can be converted to fit any type of exhibition need, including Cinerama, CinemaScope, and ordinary 35mm. projection.

# Toll-TV Gets FCC Backing For Three-Year Test Period

### Harling, DeMille Optimistic Following FCC Ruling

**NEW YORK—Philip Harling, co-chairman, TOA - National Allied Committee Against Pay-To-See TV, in commenting last week on the FCC's contemplated three-year toll-TV trial, said, "I am not too greatly disturbed at this point. Until we find out under what conditions anyone can make an application with the FCC, we can make no comment."**

**In San Francisco, veteran film producer Cecil B. DeMille claimed there was no need for exhibitor alarm and said, "Pay TV and the theatres can flourish side by side with good pictures to present." In Washington, Representative Emanuel H. Celler (D., N. Y.), long a foe of subscription television, predicted a long fight against the medium and again questioned FCC authority to authorize a trial.**

### Dot Sales At New High

NEW YORK—For the seventh consecutive year, Dot Records, Inc., will double its previous annual sales and reach a new high of $10,000,000 in gross sales in 1957, Randy Wood, president, disclosed last week in a report to Paramount Pictures. Dot is a wholly owned Paramount subsidiary, having been acquired in April, 1957.

Wood's report revealed an increase of more than 100 percent in single record sales for the first six months of 1957, as compared to the same period in 1956. He also reported an unprecedented five-fold increase in Dot Record album sales for the first six months of 1957 as compared to 1956.

### New Production Firm

NEW YORK—Offices have been opened at 730 Fifth Avenue by Katzka-Farrell-Gaige Productions, Inc., a new producing firm of motion pictures as well as theatrical and TV enterprises.

It is comprised of Gabriel Katzka, producer of plays in New York, London, and Paris, and formerly associated with Distributors Corporation of America; Anthony Brady Farrell, former owner, Mark Hellinger Theatre, and Broadway producer and investor; and Elise Gaige, formerly associated with Robert Rossen both in Europe and this country.

**Charles Einfeld, 20th-Fox vice-president, detailed the merchandising program being devised for the company's upcoming releases at a recent three-day home office meeting of all division and district managers in New York. Alex Harrison, general sales manager, right, conducted the sessions.**

WASHINGTON—The Federal Communications Commission last week agreed tentatively to authorize trial run demonstrations of subscription television next year. The Commission will consider applications after March 11 from television stations seeking authority to telecast subscription programs on a limited basis for a three-year trial period, but did not commit itself to act at that time.

If the Commission decides to authorize regular pay-TV programs, they will not come for at least three years. Nevertheless, the decision marks a significant step in the long battle over whether the Commission could, or should, okay toll-TV. Merit of the system in general was not discussed.

Television networks have vigorously opposed the various proposals for subscription TV and challenged the Commission's authority to authorize it. The Commission did not act, specifically, on any of the five toll systems that have been submitted for approval.

The FCC has long had before it pay systems developed by Zenith Radio Corporation, Chicago; Skiatron-TV, Inc., of New York; and International Telemeter Corporation, Los Angeles. Last week, Teleglobe Pay-TV Systems, New York, and Blonder-Tongue Laboratories, Newark, N. J., placed new toll TV proposals before the Commission for examination, raising the number of applicants to five.

### Allied Convention Plans

NEW YORK—Allied States Association will try to develop "a completely new approach" to the film business in the course of its convention at The Concord, Kiamesha Lake, N. Y., Oct. 28-30, it was reported recently by convention committee chairman Sidney Stern. One of the means of achieving this end, he said, would be a "business gross building clinic" in which leaders of various different kinds of business are expected to participate.

On the panel of the proposed clinic will be one representative from advertising, from transportation, from real estate, and from motion pictures, with the likely addition of a member representing the newspaper industry. Oscar Doob, coordinator of the industry's business-building program, will represent motion pictures.

### Clair Wins Laurel Trophy

NEW YORK—Rene Clair, French author, producer, and director, was announced the 1957 winner of the David O. Selznick *Golden Laurel Trophy,* awarded annually to an *individual* (other than an American) whose motion picture work over the years has contributed to mutual understanding and goodwill among the peoples of the world and whose efforts constantly have been devoted to the highest standards of creative and tasteful cinematic accomplishments.

### Kaplan To NTA Sales Manager

NEW YORK—A. W. Schwalberg, director, NTA Pictures, last week announced the appointment of Murray M. Kaplan as sales manager. He will work directly with Schwalberg in supervising the sales.

Kaplan, a veteran of the industry, formerly was associated with Warners International and United Artists.

# THE FACTUAL STORY OF

Crime Commission Counsel

New York Refuses to Disclose Data.

The young crime commis... emphasized that his New Yor... nization was not an "inve... group."

...tempt action yesterday... William J. Keating, ...counsel for the New Y...

## N. Y. Police Accused Of Wiretap Payoffs

WASHINGTON, April 27 (INS). New York City police were accused today of utilizing wiretaps to assure themselves large payoffs from bookmakers and to keep up a 'required" number of arrests of call girls.

The charge was leveled by Wil... number of arrests each month. He explained they had to "keep their batting average up."

The crime-buster, who spent nearly a decade in the office of Manhattan District Attorne... Frank Hogan, declared there "... absolutely no need to use wireta...

## Keating to Plead Case Of Ousted Pier Guard

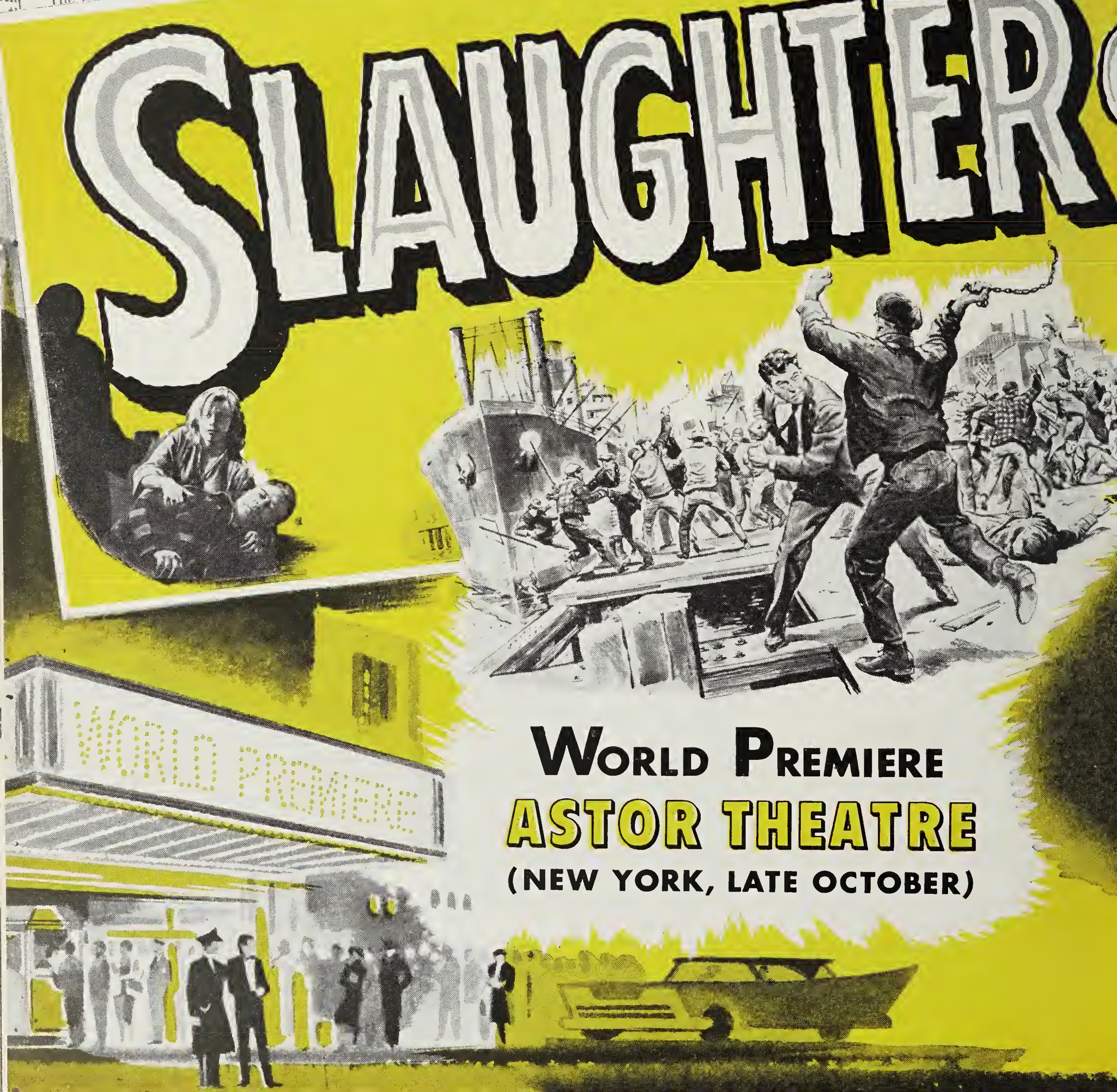
By Walter Hamshar

William J. O'Connor, who lost his job as a pier guard July 1 because he defied the Waterfront Commission's new regulations requiring physical ...inations, has obt... ...ices of ... within the state's police powers to rid th waterfront of criminals.

Mr. O'Conno... porter...

## The 'B

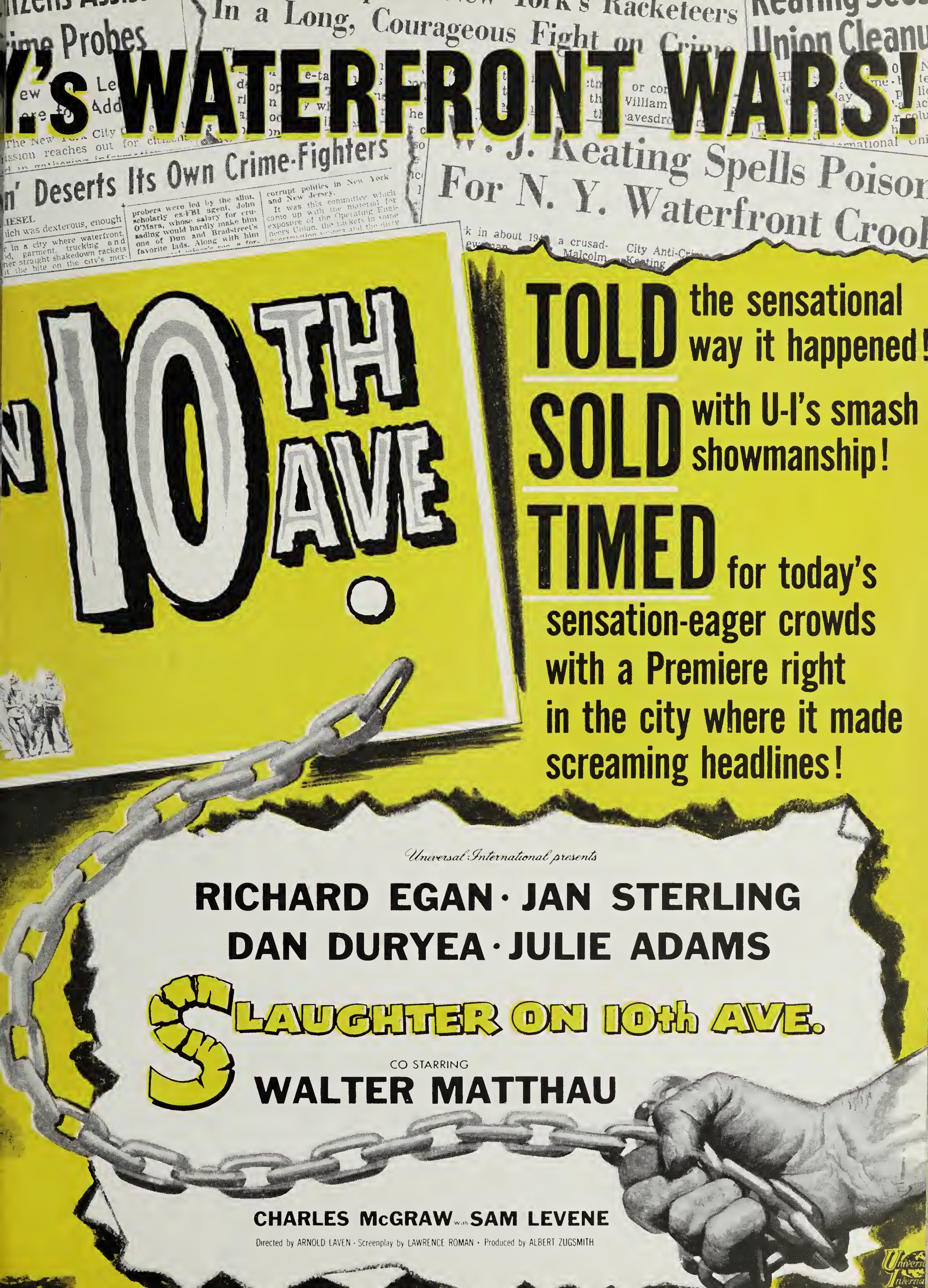
This is th... to stab itself... This is the ta... New York, wh... be spotted in ...



**World Premiere**

**ASTOR THEATRE**

**(NEW YORK, LATE OCTOBER)**



ime Probes
In a Long, Courageous Fight on Crime
York's Racketeers
Union Cleanu
Its Own Crime-Fighters
n' Deserts Its Own Crime-Fighters
W. J. Keating Spells Poison For N. Y. Waterfront Crook
N 10TH AVE!

# Y.'s WATERFRONT WARS!

**TOLD** the sensational way it happened!

**SOLD** with U-I's smash showmanship!

**TIMED** for today's sensation-eager crowds with a Premiere right in the city where it made screaming headlines!

*Universal-International presents*

**RICHARD EGAN · JAN STERLING**
**DAN DURYEA · JULIE ADAMS**

## SLAUGHTER ON 10th AVE.

CO STARRING
**WALTER MATTHAU**

**CHARLES McGRAW** with **SAM LEVENE**

Directed by ARNOLD LAVEN · Screenplay by LAWRENCE ROMAN · Produced by ALBERT ZUGSMITH

# PCA Review Board Completed; Represents Entire Industry

NEW YORK—Eric Johnston, president, Motion Picture Association of America, announced last week the official establishment of the new Production Code Review Board, implementing a resolution adopted in June by MPAA directors.

The 20-man board consists of an equal number of members and non-members of the MPAA. Johnston will serve as the board's chairman.

The members of the new group are, for exhibition, Russell V. Downing, president, Radio City Music Hall, New York; Leopold Friedman, president, Loew's Theatres, New York; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, New York; George Kerasotes, Kerasotes Theatres, Springfield, Ill.; Ben D. Marcus, general manager, Marcus Theatres, Milwaukee; and Sol A. Schwartz, president, RKO Theatres, New York.

Non-member producers who are on the board are John Ford, William Goetz, F. Hugh Herbert, and George Sidney. MPAA members serving are Barney Balaban, Paramount; Johnston; Benjamin Kalmenson, Warners; Arthur B. Krim, United Artists; Edward Morey, Allied Artists; John J. O'Connor, Universal; Daniel T. O'Shea, RKO Radio; Abe Schneider, Columbia; Spyros P. Skouras, 20th-Fox; and Joseph R. Vogel, Loew's, Inc.

The board will have sole authority to hear and decide appeals from decisions of the Production Code Administration. Members are named for one year and may be reappointed.

The resolution of the MPAA directors which created the new Review Board was passed last June 13. At that time ,a statement was issued by the directors which reaffirmed their pledges to adhere to the Code and its operation, stating that the new appeals mechanism would have the effect of strengthening the PCA by making it truly representative of the entire industry.

The new procedure provides that any MPAA member refusing to abide by a decision of the Review Board shall be expelled from the Board. Previously, a member releasing a film without a Code seal was subject to a fine. The new ruling is applicable to MPAA members only.

## NTA Names Aurelio

NEW YORK—A. W. Schwalberg, director of NTA Pictures, recently announced the appointment of Louis J. Aurelio as division manager for the Chicago, Milwaukee, Minneapolis, and Detroit territories. Aurelio will supervise the theatrical distribution of NTA product, including "Gulliver's Travels," "The Bells Of St. Mary's," and the combination, "Armored Attack" and "Battle Stripe," formerly "North Star" and "The Men."

## Frank Hammerman Dies

PHILADELPHIA—Frank H. Hammerman, 63, operator, Boulevard, Brookline, Pa., and formerly an area exchangeman, died last week of a fatal heart attack in the rear of the theatre. He had been under a physician's care for a heart ailment for some time. He is survived by his wife, Helen. Only recently his son, Paul, had died suddenly. He was a member of Variety Club, Tent 13, and Motion Picture Associates.

**The Bill Heineman Drive, honoring the United Artists vice-president in charge of distribution, left, recently got under way with a prize pool of over $50,000 in cash for winners. Reviewing plans for the campaign is James R. Velde, general sales manager, who will serve as co-captain with Max E. Youngstein, vice-president.**

## "Expose" Probe Dropped

WASHINGTON—Stating that the matter does not fall within its jurisdiction, the McClellan Labor Rackets Committee announced last week that it will not investigate a complaint that Oregon exhibitors conspired to prevent theatre showings of Allied Artists' "Portland Expose," the script of which is said to parallel closely the Senate probe of the Teamsters Union.

# UA's Heineman Drive Backs Up New Product

NEW YORK—The Bill Heineman Drive, a 28-week sales campaign backing the greatest concentration of product ever released by United Artists, was launched last wek.

Announcement of the billings, collections, and playdates campaign honoring William J. Heineman, vice-president in charge of distribution, was made jointly by cocaptains Max E. Youngstein, vice-president, and James R. Velde, general sales manager.

Underscoring the importance of the drive, president Arthur B. Krim and chairman of the board Robert S. Benjamin have accepted posts as honorary cocaptains.

More than $50,000 in cash prizes will be awarded to winners among United Artists' 33 branches, six districts and two divisions in the United States and Canadian territories. Branches will compete in three groups of equal grossing potential. The drive closes March 29, 1958.

## Sattinger Named AA Exec

NEW YORK—Jack Sattinger has been appointed assistant secretary of Allied Artists Pictures Corporation, Steve Broidy, president, announced last week.

Sattinger, a member of the legal department since 1955, replaces Marvin Mirisch, who recently resigned.

## Columbia Production Slows

HOLLYWOOD—Columbia Pictures studio production has gone into a slowdown, it was learned last week, with the lay-off list possibly reaching 300. It was indicated that production would not pick up substantially until after the first of the year.

# Mixed Exhibitor Opinion Greets Industry's "Oscar" Telecast

NEW YORK—With the motion picture industry set to sponsor the Academy Awards presentation ceremonies over NBC television on March 26, mixed opinions were voiced last fortnight with respect to exhibitor participation in defraying the cost of the show, it was reported.

Most exhibitors do not favor contributing to the financing of the "Oscar" show on the grounds that the presentation provides a showcase for producers only. On the other hand, many industryites took the view that the theatremen ought to participate in the financing since they, no less than the producers and distributors, would benefit.

Ernest G. Stellings, president, Theatre Owners of America, said that "if the show under industry sponsorship will sell tickets it should be part of the industry's over-all promotion campaign. If it is worked into the entire business-building program, then exhibitors will and should participate since it will provide a chance to sell the industry to one of the biggest captive audiences imaginable."

Ben Marcus, Allied of Wisconsin head and past National Allied president, said the producers should bear the financial burden as would any other manufacturer. He suggested that if "it is felt that the exhibitors should participate in the financing of the show, then the matter should be turned over to COMPO to develop a plan for exhibitor participation."

Harry Brandt, president, Independent Theatre Owners Association of New York, expressed the hope that the Academy Awards telecast would "some day" develop into a "closed-television show for exhibition in theatres only. Until that happens exhibitors should not be called upon to help finance the show."

Solomon Strausberg, president, Metropolitan Motion Picture Theatres Association, stated that the show should be financed by the producers since "it is a build-up for the stars and the product of the studios."

## Lewis And Pickman Head Academy Awards Committee

**NEW YORK — Paul N. Lazarus, Jr., chairman of the MPAA advertising and publicity directors committee, announced last week that Roger Lewis, national director of advertising, publicity and exploitation for United Artists, and Jerome Pickman, advertising and publicity director for Paramount, will serve as cochairmen of a subcommittee to implement the Academy Awards program.**

**The MPAA board of directors, in approving the financing of the radio and television programs of the Academy Awards ceremonies, requested that the advertising and publicity directors committee explore with George Seaton, president, and the directors of the Academy of Motion Picture Arts and Sciences, the other elements in the Academy's proposal.**

# FROM 20th...FOR THANKSGIVING!

PAT BOONE
and
SHIRLEY JONES
are in
**April Love**
together!

co-starring
DOLORES MICHAELS
ARTHUR O'CONNELL

CINEMASCOPE
COLOR BY DE LUXE
AVAILABLE WITH STEREOPHONIC SOUND

PRODUCED BY DAVID WEISBART · DIRECTED BY HENRY LEVIN · SCREENPLAY BY WINSTON MILLER
BASED ON A NOVEL BY GEORGE AGNEW CHAMBERLAIN

*AGAIN 20th answer*
*the demands o*
*exhibitors for a blockbuste*
*Thanksgiving attraction*

# The International Scene.....

## Canada

### Newspapers Favored As Top Ad Medium

TORONTO—Newspapers in Canada receive about 90 per cent of the theatre circuits' advertising money. Both of the largest circuits in the country, Famous Players Canadian Corporation and Odeon Theatres (Canada), Ltd., say they receive their best results from the newspapers.

"People are in the habit of looking at their newspapers for theatre information," said Ron Leonard, ad-pub chief of Odeon, "and they don't seem to imagine themselves listening to their radios or watching TV for their theatre information."

Leonard said radio and TV are good stimulants for plugging pictures, "especially those with music." Radio also has an emotional appeal, as "one can use trick gimmicks to sell pictures."

"There are many films when we don't use radio at all," said Leonard. Radio has one advantage in Canada in that it is more cooperative in the way of promotional tieups.

The problem of which medium to use is a regional one in Canada. What's good for one part of the country is not good for another. For instance, Odeon Theatres likes to use radio in the Maritimes, spending money every week.

Leonard confesses "You never know from whence your patrons came because of which medium." Radio is good for "developing one's imagination," Leonard said.

Odeon and Famous Players both use pressbooks, but for the most part develop their own campaigns. Some of these campaigns have been used with great success in the U. S. by the distributors. Occasionally, a distributor balks at having his ads changed, and the theatre circuits are stymied.

The circuits don't use billboards to any great extent. They believe them to be a thing of the past.

### Canadian Comment

Famous Players theatres in Winnipeg and in Hamilton have organized "Golden Age" clubs for senior citizens of the country. Several more are in the planning stage. In Winnipeg, Harold Bishop designed a membership card which is handed out to the pensioners upon completion of an application card. The membership card entitles the holders to admission at the same reduced prices extended to Student Card holders. The oldsters really appreciate the extra courtesy. In Hamilton, manager Don Edwards has been able to encourage aid in his promotion from both a radio station and the local newspaper. Don placed a display in his lobby welcoming the "Golden Agers" and is planning a campaign to make and maintain contact with the 10,000 of Hamilton's over 65 citizens.

**Jane Russell recently appeared in Toronto on tour for United Artists' "The Fuzzy Pink Nightgown," where she is seen with, from left, Charles S. Chaplin, UA Canadian district manager; George Heiber, Toronto branch manager; and Ron Leonard, ad-publicity director, Oden Theatres, Ltd.**

Two major film festivals are in the planning stages for next year, Vancouver and Stratford. Both festivals may be running at the same time, since the Vancouver one, sponsored by the Vancouver International Fine Arts Festival, will begin the last week of July, the month in which the second Stratford Festival was held this year. Both of the festivals will last two weeks and draw on many countries, 19 of which have accepted invitations from Vancouver and are expected to post their entries before the April, 1958, deadline. Sixteen countries were represented at Stratford this year. While the Stratford festival is non-competitive, the Vancouver gathering will be competitive. Stratford expects to do some one or more personalities honor because of their contribution to the development of the art. Significance of the festivals comes from the fact that there never has been a 35 mm. festival as such up until two years ago when the Stratford festival was launched. The Canadian motion picture industry talked about one for a long time, but nothing was ever done by the industry itself in that direction. Now action comes from outside the industry.

**CINE CHATTER**: With Sovereign Films for more than 30 years, Fred Stone, British Columbia manager, died at the age of 53 in Vancouver after becoming ill on a camping trip. He is survived by his wife, two children, and his mother. . . . The University, Toronto, closes down after the showing of the CinemaScope version of "Oklahoma." It reopens after a month with Cinerama. "Oklahoma" originally played the Tivoli, Toronto, in Todd-AO for 67 weeks. . . . Charles Mason, director of advertising and publicity for Rank Film Distributors of Canada, Ltd., has returned to his office in Toronto after a visit to the U. K. studios of the organization. . . . Asiatic flu beat down Bobby Myers of Famous Players temporarily. But he is up and around again. . . . Top winners of the Manitoba branch of the Canadian Picture Pioneers included Lew Miles, Jack Taylor, and Alfred Smith. They golfed their way to the Ray Lewis Memorial Trophy. Other winners included Ray Reaney, Harry Hurwitz, George Dowbiggin, Harold Bishop, Lou Termeer, Max Shelton, L. Gibbs, and W. Tulloch. Assisting Harry Hurwitz on the committee were Reaney, Abe Feinstein, Bishop, Jack Ferguson, Bob Hurwitz, and Charlie Krupp. . . . A second boy arrived at the home of Mickey Stevenson, Paramount's Toronto manager. . . . Oscar R. Hanson, chairman of the selection committee, Pioneer of the Year Award, 1957, is receiving nominations for the Pioneer of the Year. Hanson was last year's choice and is chairman of the CPP Trust Fund. . . . Arrival of colder weather raised hopes of managers for additional business.

—Harry Allen, Jr.

## Ad Billings Problem Discussed By Golden

NEW YORK—"Advertising heads of the major companies have long been aware of exhibitor antagonism toward advertising billings," according to Gil Golden, Warners advertising manager, who is chairman of the MPAA business-building subcommittee on advertising billings. "And we are appreciative of the exhibitor's recognition that billings as they exist in ads are for the most part in strict compliance with legal commitments," Golden said last week.

A good part of the problem, as Golden explained it, is due to the increase in independent production in recent years. Most of the time when independent deals are accepted by the studios, all contractual obligations involving the talent are an accomplished fact and there is little opportunity at that stage for more reasonable considerations of the advertising difficulties they cause.

At least a partial solution will lie in the recognition that billings as they are presently conceived combine two elements: information of genuine interest to the public, and credit to those who have made a creative contribution to a production, Golden said. Size and number of names in billings is entirely the result of satisfying what Professor John Dewey calls "the individual's craving for recognition," he added.

"While all ad chiefs do agree with Ernest G. Stellings' statement that this creates costly non-productive advertising expenditures and is a hindrance to the industry business-building program, it must be recognized that changing human nature is no overnight project," Golden stated.

### Astor Readies Six

NEW YORK — Fred Bellin, president, Astor Pictures, last week confirmed that Screencraft Enterprises, Inc., Hollywood, will deliever a minimum of six productions in the next 12 months, with one already completed and turned over to Astor. Another one, "She Demons," is now in production, with the prospect of its being delivered late in October.

The completed feature, which will share a double-feature combination with "She Demons," is "Giant of Devil's Crag." Stories for the remaining features for Astor distribution are being readied, it was said, and will be considered by Bellin during the rest of 1957. Astor's plans are to produce mainly two-feature combinations during 1958, while exceptional features from abroad will be handled on an individual basis, according to Bellin.

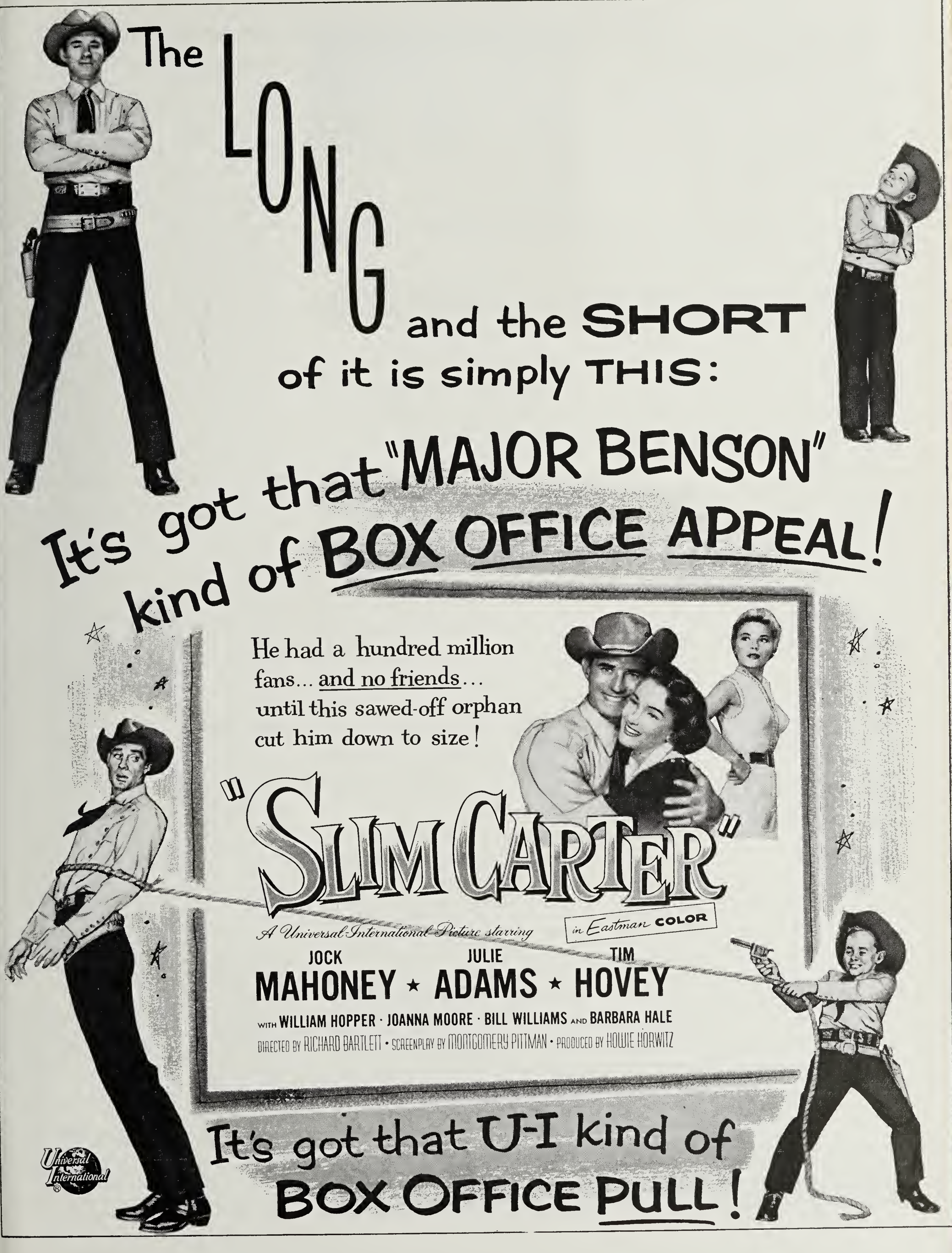
### Continental Ups Silverman

NEW YORK—Herman Silverman has been promoted from metropolitan and circuit sales manager to eastern sales manager for Continental Distributing, Inc., it was announced last week by Carl Peppercorn, vice-president in charge of sales.

Silverman's duties as circuit sales manager have been taken over by Milton Platt, whose appointment to the post was announced earlier.

### SAG Nominates Ames

HOLLYWOOD—Leon Ames was nominated last fortnight by the Screen Actors Guild nominating committee for SAG president, to succeed Walter Pidgeon, whose stage work is expected to keep him away from Hollywood indefinitely. The election by mail begins next month.



The LONG and the SHORT of it is simply THIS:

It's got that "MAJOR BENSON" kind of **BOX OFFICE APPEAL**!

He had a hundred million fans... and no friends... until this sawed-off orphan cut him down to size!

# "SLIM CARTER"

*A Universal-International Picture starring*

in Eastman COLOR

JOCK **MAHONEY** ★ JULIE **ADAMS** ★ TIM **HOVEY**

WITH WILLIAM HOPPER · JOANNA MOORE · BILL WILLIAMS AND BARBARA HALE

DIRECTED BY RICHARD BARTLETT · SCREENPLAY BY MONTGOMERY PITTMAN · PRODUCED BY HOWIE HORWITZ

It's got that U-I kind of BOX OFFICE PULL!

Universal International ®

## Georgia Circuit Mulls TV Program Relays

ATLANTA—A community television antenna system, which would charge subscribers for TV programs broadcast free in other areas, is being worked out by the Martin Theatres circuit in the Fitzgerald, Ga., area. The circuit would pick up signals from network telecasts which are not ordinarily available and transmit them to homes via closed circuits to patrons who wish to pay for them.

Details of the plan were explained last fortnight by C. L. Patrick, circuit general manager, who said that the date for start of the service depends on the solution of various engineering problems. Asked if the networks would derive revenue from the system, Patrick suggested that they would be pleased to obtain the extra viewing audience, without committing himself to the question of reimbursement.

It was estimated that there are from 3,000 to 4,000 television sets within the limits of Fitzgerald and it is said that viewers have reported difficulty in obtaining signals from distant stations. Patrick said the charge to subscribers would be "nominal . . . in the neighborhood of $1.25 a week."

## ALBANY

Virgil Jones, Warners salesman, became the father of a daughter, his first child. . . . Voudren Angus assumed operation of the Royal, Harrisville, N. Y. . . . The indoor Bay and the Thousand Islands Drive-In, Alexandria Bay, N. Y., operated by Don Gilson and Tony Scalise, closed early for the season. . . . Industryites attending the wedding of Nina Boumansou, daughter of Mrs. Wadad Boumansou, owner, Plaza, included Herb Schwartz, Columbia branch manager, and John Wilhelm and Howard Goldstein, 20th-Fox salesmen.

## ATLANTA

Twentieth-Fox porter Otis Johnson was honored by the exchange staff with a party on his 40th anniversary in the company. President Spyros P. Skouras sent him a scroll from the home office commemorating the occasion. . . . Bob Clower, owner, Cedar Drive-In, Lebanon, Tenn., has joined the Highway Patrol of Tennessee. . . . The WOMPI held their monthly meeting in the offices of the Film Booking Service.

## BOSTON

Following a series of misunderstandings with Michael Todd, the Ralph Snider circuit is installing Todd-AO equipment in the Elmwood, Providence, R. I., for an Oct. 10 opening of "Around The World in 80 Days." . . . The Strand, Haverhill, Mass., has reopened under the new management of William Maygood who has arranged with Ernest Warren, former owner, to handle buying and booking. . . . Funeral services were held for Joseph Rosen, 66, at Solomon Funeral Parlor, Brookline, Mass. Rosen was the retired projection department head, American Theatre Supply Company. . . . The Felsway, Medford, Mass., formerly operated by Raphael Sandlow, reopened under the management of C. A. Corey. . . . MGM's "Raintree County" is booked into the Astor for an Oct. 18 opening. . . . Leonard Goldberg, owner, Adams, Quincy, Mass., is having a long siege in the Cape Cod Hospital, Hyannis, Mass., where he has been confined all summer. . . . Arthur Lockwood, president, Lockwood and Gordon Enterprises, returned to his desk after eye surgery.

**Allied Artists' "Dino" has been given an award of merit by the Recovery Foundation For Emotionally Disturbed Children for its contribution to a better understanding of juvenile delinquents. Pictured here is Bernice Block, who produced the film, and Kermit Claster, Foundation president.**

Nick Lavidor, well known theatreman, has been district manager for the three Framingham, Mass., theatres of Smith Management Company since April, making his headquarters in the Cinema. Cinema house manager is Clayton Hazelwood, formerly at the University, Cambridge. Lloyd Mills is the manager, St. George, and Steven Bresnahan is manager, Gorman. . . . Sam Resnick, Andover, Andover, Mass., was a patient in the Baker Memorial Hosiptal here. . . . Massachusetts Theatre Equipment Company is installing projection equipment in the Elmwood, Providence, for Todd-AO, while Altec is supervising the sound installations.

NEW HAMPSHIRE NEWS—Michael Bruno, manager, Tilton, held a grand reopening after having been closed for the summer. . . . Keene Drive-In scheduled a benefit double feature for St. Margaret Mary Church. . . . Edward J. Fahey, manager of the Shea interests in Manchester, was the subject of a feature story in the New Hampshire Sunday News. Fahey was quoted as saying, "Good clean entertainment seems to pay off," and that the less desirable program is "nothing but a flash in the pan." . . . Joseph Kennedy, owner, Key, reported receipts of $338 in the Meredith's Jimmy Fund drive. . . . The Newington Outdoor made its facilities available to the public during dedication of nearby Pease Air Base, providing parking and snack bar service.

## BUFFALO

Prominent industryite Elmer F. Lux, Variety Club past chief barker, formally announced his candidacy for Mayor of Buffalo on the Independent Citizens Party ticket. . . . Jacob L. Shreiber, 67, veteran projectionist, died after a brief illness. . . . The western New York premiere of Cinerama's "Search for Paradise" in the Teck on Oct. 9 will benefit the Deaconess Hospital. . . . Bernice Block, producer of Allied Artists' "Dino," in Basil's Lafayette, was in town to aid manager George H. Mackenna and publicist Bill Brereton with advance promotion.

## CHARLOTTE

Mr. and Mrs. William B. Jacoby have leased the Tryon Drive-In, Tryon, N. C., for five years and are planning a number of improvements to the site. . . . "Around the World in 80 Days" opened in the Manor to a capacity audience led by Mayor James S. Smith.

## CHICAGO

James Booth, former Oriental executive, bought a home at St. Petersburg, Fla. . . . Mike Kassel, Republic head booker, attended the wedding of his son in Dallas. . . . Harry M. Crawford, 62, former Essaness manager, died. . . . Theatre attorney Sheldom O. Collen joined the Lee A. Freeman law organization. . . . John Immerman was named Terminal manager. . . . John J. Allin, president, Allin Film Delivery Service, celebrated his 85th birthday. . . . Norton Jonathan was preparing to reopen the Sheldon, Sheldon, Ill. . . . James Glabieux was named manager, Lincoln. . . . Jack Billish bought the closed Stony Building. The theatre will be reopened. . . . Will Humphrey joined the Princess staff.

## CINCINNATI

"Around The World In 80 Days," in the Valley, getting considerable publicity from an "Around The World In 80 Minutes" promotion in the lobby of the local gas and electric utility. Prizes include 500 Valley admission tickets. . . . Ross Williams is being congratulated on his promotion to United Artists sales manager here. He was city salesman for many years. . . . Normal activities in Film Row offices were being hampered considerably by wildcat walkouts of telephone employees in numerous Ohio cities. The walkouts were preliminary to the nationwide strike. . . . E. C. Berry, Paramount branch manager, attended a company meeting in Philadelphia, and W. A. Meier, Paramount

## Chicago Exhibs Continuing Drive Against Admission Tax

**CHICAGO—A second plea for the elimination of the city's three per cent motion picture admission tax was brought before Mayor Daley last fortnight by a group of exhibitors headed by Jack Kirsch, president, Allied Theatres of Illinois.**

**Kirsch again stressed the plight of neighborhood houses in particular, many of which have been forced to close because of poor attendance. He cited the fact that the theatre tax produced $1,600,000 in 1948, while last year it brought in only $800,000.**

## Festivities Launch Premiere Of "Eve"

AUGUSTA, GA.—The entire state focused its attention last week on the Miller here for the benefit world premiere of 20th Fox' "The Three Faces of Eve." The premiere launched more than 600 engagements in the southeast during the next two weeks.

Nunnally Johnson, who wrote, produced and directed the film, and journalist-commentator Allistair Cooke, who narrates the film, were here early today to attend the festivities. The Hollywood guests joined the dais at a special testimonial dinner at the Hotel Richmond honoring Drs. Corbett H. Thigpen and Hervey M. Cleckley, the Georgia Medical College psychiatrists whose best-selling case study of a woman with three distinct personalities provided the source material for the film.

Following the dinner, Johnson, Cooke and the two doctors headed a motorcade to the theatre where statewide press, radio, and television outlets covered arriving dignitaries. Proceeds of the premiere were turned over to the Women's Auxiliary of the Augusta State Hospital.

The premiere also served as Georgia's tribute to star Joanne Woodward and Johnson, both natives of the state. Miss Woodward spoke to the audience via a special trailer on the screen of the theatre.

## Anti-Trust Suit Probes First Outlying Run

CHICAGO—An anti-trust complaint was filed last fortnight in the U. S. District Court here by attorney Seymour Simon on behalf of the Melbro Amusement Corporation, operator, Rockne, against Balaban and Katz, Loew's, Universal, 20th-Fox, United Artists, Columbia, and Paramount.

The suit complains that the major distributors refuse to offer pictures to the Rockne for second run showing at the same time they are made available to the B and K State. Plaintiff complains that the Rockne is no more competitive with the State than with the nearby Mercury, acquired by B and K last spring from Howard Beck, and that although the distributors require the Rockne to bid against the State for first run, they permit the Mercury to play same without being required to bid against any other theatre. Saul Meltzer, Melbro president, contends that this places the Rockne in a "squeeze play" between the two B and K situations.

Plaintiff states that defendants have acted arbitrarily and inconsistently with their policy for other theatres in the vicinity, which are permitted to play first outlying run without being required to bid against the Mercury.

Warners was not named a defendant inasmuch as that company has offered product to the Rockne on the same basis as nearby theatres for simultaneous showing on first outlying run.

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sales manager, was in Charleston for the West Virginia Exhibitors Association convention. . . . James Booze bought the Vue, Corbin, Ky., from O. G. Roaden.

COLUMBUS, O., NEWS—John E. Pancake, 64, former part owner and manager, Knickerbocker, now the Gayety, died at his home here. He retired 11 years ago following an auto accident. . . . Mike Todd, Jr., and 500 members of the Columbus Athletic Club, with representatives of the press, radio, and television, were guests at a private premiere of "Around the World in 80 Days" in Hunt's CineStage. . . . Miles drive-ins had first-run showings of "Portland Expose" and "Teenage Doll." . . . Frank Yassenoff's drive-ins had first-run showings of "Naked Africa" and "White Huntress."

### CLEVELAND

Associated Theatres Circuit has made several managerial changes, including Art Brown, from the Granada to the Avon; Vince Aldert, from Avon to the Granada; George Odlum, to the Union Square; H. E. Griffith to the Windameer; and Irwin Ross, to the Giant Drive-In. . . . Here to promote "Jet Pilot," scheduled to open Sept. 27 in the Hippodrome, was Delvina Wheeldon, only woman passenger to break the sound barrier. Duke Hickey, Universal field publicity man, arranged a full two-day TV, radio, and press schedule for her. . . . Ed Prinsen has installed in the State, Youngstown, Ohio, the new push-button Simplex sound system. This is the second installation in this territory, made by National Theatre Supply Company. The other is in Loew's Ohio. Prinsen also bought from NTS new arc lamps and new 170 amp rectifiers, said to be the largest made, in preparation for his opening of "Around the World in 80 Days" on Oct. 16.

### DALLAS

Freak winds in Oak Cliff, Tex., stripped the big screen of the Twin High Ways Drive-In from its wooden frame work. . . . J. D. Chilcote has leased the Star and has reopened it for negro patronage. The Star will operate on a seven-day basis. . . . Jerry Jobe, who operates the Wheatley here, has opened the Tower, Itasca, Tex. . . . Earl Mosely has been named projectionist, Strand. . . . Pat Boone will be starred in the Cotton Bowl here on

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## Film Exchange and Dealer Listing for the

# DENVER FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

### • *Film Distributors*

**ALLIED ARTISTS, 2144 Champa St.—AComa 2-3841**
Br. Mgr.: Jack Felix. Office Mgr. and Booker: John Pietrantonio. Sales: Robt. Ryon, Larry Doyle. Emerg. Phone: Pietrantonio, HArrison 4-8072.

**APEX FILMS, 820 21st St.—ALpine 5-3857**
Br. Mgr.: Chick Lloyd. Office Mgr. and Booker: Bill Lay.

**BAILEY DISTRIBUTING CO., 2071 Broadway—AComa 2-0639**
Br. Mgr.: Tom Bailey. Booker: Helen Bowers. Emerg. Phone: Bailey SP 7-7829.

**BUENA VISTA (Disney), 737-21st—ALpine 5-2867**
Dist. Supervisor: Marvin Goldfarb. Bookers: Maryeta Knight, Loretta Isaok. Emerg. Phone: Goldfarb, DExter 3-7630.

**CLASA-MOHME, 828 21st St.—CHerry 4-2313**
Br. Mgr.: Gilbert Martinez. Emerg. Phone: Martinez, WE 4-4812.

**COLUMBIA, 2140 Champa St.—KEystone 4-6341**
Br. Mgr.: Robt. Hill. Office Manager: T. Robinson. Sales: Barney Shooker, Sam Dare, Bruce Marshall. Booker: Betty Morr. Cashier: Dorothy Windham. Emerg. Phone: Robinson, GLendale 5-7447.

**DCA, 2075 Broadway—TAbor 5-1206**
Br. Mgr.: L. E. Hobson. Booker: Pauline Martin.

**METRO-GOLDWYN-MAYER, 2100 Broadway—TAbor 5-8166**
Br. Mgr.: Henry Friedel. Sls. Mgr.: Mike Cromer. Sales: James Micheletti, Jerry Banto. Bookers: Claude Newell, Mark Hatch. Cashier: Jeanette Kavanaugh. Emerg. Phone: Newell, SP 7-1163.

**PARAMOUNT, 2100 Stout St.—KEystone 4-8246**
Br. Mgr.: J. R. Ricketts. Office Mgr.: Wm. Peregrine. Sales: John Vos, John Thomas. Booker: Frank Carbone. Cashier: Tillie Chalk. Field Exp.: Pete Bayes. Emerg. Phone: Peregrine, BE 7-3098.

**RANK, 2116 Stout St.—ALpine 5-2853**
Regional Mgr.: Al Kolitz. Office Mgr. and Booker: Quintin Horn.

**REPUBLIC, 2145 Broadway—TAbor 5-2263**
Br. Mgr.: Eugene Gerbase. Office Mgr. and Booker: Don Spaulding. Cashier: Irene Canino. Emerg. Phone: Spaulding, FRanklin 7-0848.

**R-T PICTURES, 2075 Broadway—MAin 3-0373**
Br. Mgr.: Hal Fuller. Booker: Ivy Tullos. Emerg. Phone: Tullos, SU 1-8308.

**20TH CENTURY-FOX, 2101 Champa St.—TAbor 5-5331**
Br. Mgr.: R. E. Fulham. Office Mgr.: C. A. Larson. Sales: George Tawson, Paul Snoddy, Sebastin Amato. Booker: Thos. Parr, Jr. Cashier: Jane Mulcahy. Emerg. Phone: Parr, MAin 3-3656.

**UNITED ARTISTS, 807 21st St.—TAbor 5-2325**
Br. Mgr.: M. R. Austin. Office Mgr.: Gordon Pearce. Sales: Wm. Sombor, Earl Peterson, Joy O'Molin. Booker: Dominic Linzo. Cashier: Edith Musgrave. Emerg. Phone: Pearce, PYramid 4-1498.

**UNIVERSAL-INTERNATIONAL, 801 21st St.—MAin 3-3281**
Br. Mgr.: Mayer Monsky. Office Mgr.: Oscar Galanter. Sales: Frank Green, Wm. Harrison, Les Laramie. Bookers: Frank Monaco, Joe Lamb. Cashier: Dora Kaplan. Emerg. Phone: Monaco, WEst 5-7802.

**WARNER BROS., 2062 Stout St. KEystone 4-6178**
Br. Mgr.: Carl Miller. Office Mgr.: Joe Kaitz. Sales: Ed Resnick, Wm. Haefliger, Ed. Lebby. Booker: Gene Vitale. Cashier: Herman Reule. Field Exp.: Robt. Quinn. Emerg. Phone: Kaitz, WAlnut 2-1784.

### • *Supply Dealers*

**NATIONAL THEATRE SUPPLY, 2111 Champa St.—TAbor 5-0201**
**SERVICE THEATRE SUPPLY CO., 2054 Broadway—ALpine 5-1597—Emerg. Phone: Same**
**WESTERN SERVICE & SUPPLY, 2120 Broadway—TAbor 5-6311**

### • *Screen Trailers*

**NATIONAL SCREEN SERVICE, 2136 Champa St.—CHerry 4-4413**
Br. Mgr.: Jim Parsons. Office Mgr.: N. Segelstrom.

### • *Signs, Advertising and Printing*

**ADVANADS, 1515 Vine St.—EAst 2-2469**
**ART NEON CO., 2565 Curtis St.—AComa 2-7915**
**NATIONAL SCREEN SERVICE, 2136 Champa St.—CHerry 4-4413**
**NATIONAL THEATRE CALENDAR, 2165 Broadway—TAbor 5-6288**

### • *Film Delivery Services*

**DENVER SHIPPING AND INSPECTION BUREAU, 2118 Stout St.—AComa 2-5616**
**SOUTHWESTERN FILM SERVICE, 2118 Stout St.—CHerry 4-2287**

### • *Service Companies*

**ALTEC SERVICE CO., 10480 W. 64th, Arvada**
**RCA SERVICE CO., 728 15th St.—KEystone 4-5494**
**REED SPEAKER SERVICE, 5440 McIntyre St., Golden, Colo.—CRestview 9-1205**

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

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**Watch for them!**

**NEXT!**

***Buffalo Territory***
Issue of October 2

***Minneapolis Territory***
Issue of October 9

**Save them!**

## United Artists Unveils New Denver Exchange

DENVER—United Artists 12th new branch headquarters was to be formally opened here last week by general sales manager James E. Velde and western division manager Al Fitter.

The new and larger quarters are located at 807 21st Street, replacing the old office at 2056 Broadway. M. R. Austin, branch manager, was to be host at an open house party celebrating the move. Ralph Clark, western district manager, Los Angeles, and F. J. Lee, midwest district manager, St. Louis, also were to attend.

With the opening of the Denver facility, United Artists will have moved to new quarters in 12 exchange cities during the past four years. Previous shifts were made in Charlotte, Cleveland, Dallas, Kansas City, New Haven, New Orleans, Omaha, Philadelphia, Washington, Montreal and Vancouver.

## UA Moves Office In Dallas Territory

**DALLAS—The United Artists staff has moved to refurbished quarters in the Manley Building. James Clemens, branch manager, was to be host at a buffet luncheon in the new offices for visiting UA officials and invited guests this week.**

**Due here ahead of the formal opening was James Velde, general sales manager, New York; Milton Cohen, eastern and southern division sales manager, Atlanta; and George Pabst, southern district manager, New Orleans, who was to conduct a sales meeting.**

## Anti-Trust Action Filed On "Commandments"

CLEVELAND — The Robins Amusement Company, owner and operator, Robins and Daniel, Warren, Ohio, last fortnight filed an anti-trust action in the Federal Court of the Northern Ohio District, naming as defendants Paramount and the State Theatre Company, owner and operator, State, Youngstown, Ohio. Plaintiff charges violation of the anti-trust laws and conspiracy in an agreement between the defendants where the defendant State Theatre Company was licensed to show "The Ten Commandments" in the State with a 20-mile protection.

The brief, filed by Ely Goldson and Forrest B. Weinberg, of the law firm Hahn, Loesser, Keough, Freedheim, and Dean, set forth that Warren and Youngstown have always been highly competitive and that for more than thirty years they have played simultaneous first runs from Paramount and other distributors. The contract entered into between the defendants, it is alleged, provided for an indefinite run of "The Ten Commandments" and also conferred on Paramount the right to the run conducted on a reserved seat basis.

Conspiracy is charged the defendants in agreeing that during the period of the exhibition of the film in the State, exhibition by any other exhibitor in Youngstown or Warren or in any other city within twenty miles, including New Castle, Pa., and Sharon, Pa., cities having in the past enjoyed simultaneous first run with Youngstown, was to be denied.

Plaintiff claims to have made efforts during 1957 to license "The Ten Commandments," but each request was refused. Judgments for damages against the defendants, in the sum of $22,375 trebled, are asked.

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Oct. 13 in a show during the annual State Fair.

### DENVER

Fred O. Anderson, owner, Eaton, Eaton, Colo., died recently. He is survived by his wife. . . . William Mitchell, former assistant manager, Ritz, has been made manager, Westwood, recently bought by the Atoz circuit, which now owns both houses. He succeeds Russell Graves. . . . Reggie Shirk, Western Service and Supply salesman, resigned to become an engineer at KTLN. . . . Bill Hart, who has been managing theatres in Colorado Springs, Colo., for Westland Theatres, resigned to go to Lead, S. D., to be manager, Homestake, where he succeeds Richard Wilson. . . . Vern Debolt, Bluffs manager, Scottsbluff, Neb., has moved to Belle Fourche, S. D., to manage the Belle. He succeeds Leo Jiaconette. . . . Robert Beck, who built the Starlight Drive-In, Sheridan, Wyo., has sold the ozoner to R. H. Bennett, who owns the Skyline Drive-In there.

### DES MOINES

Wholehearted support of the industry's Golden Jubilee project was voted at the annual Iowa-Nebraska Allied meeting, and the group went on record in favor of withholding payment of dues to COMPO until National Allied resumes its place on the council. Mixed reaction was accorded the cable theatre test in Oklahoma. . . . The Avalon has been sold by E. M. Garbett to the Masonic Lodge and the building will be remodeled into a lodge hall. . . . Cy Thompson has purchased the Mills, Lake Mills, Ia. . . . The Ritz, Correctionville, Ia., has been closed. . . . The Holland, Pella, Ia., which has been closed for the summer, will reopen.

### DETROIT

Lloyd Fiesel, associated with Butterfield circuit for the last five years, has been named manager, Bijou, Battle Creek, Mich., replacing Edward W. Plett, transferred to the Strand, Pontiac, Mich. . . . Claire Townsend, Allied Artists booker and salesman, has retired. . . . Frank Bryan and Frank Engle took over the Gayety from Arthur Clamage.

### HOUSTON

Elsa Cardenas, who appeared in "Giant" and has the leading role in "The Brave One," was married here to oilman Guy Preston Patton. . . . The King Center Drive-In and the South Main Drive-In were to present the closed circuit telecast of the Robinson-Basilio fight. . . . The Variety Club extended its membership drive through September. Mike

# The Tip-Off On Business

**(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)**

KEY TO "THE LITTLE MEN" RATINGS: (SEPT. 25)

| | | | |
|---|---|---|---|
| 🚶🚶🚶🚶 | Registering grosses in the highest brackets. | 🚶🚶 | Just fair, nothing out of the ordinary, average. |
| 🚶🚶🚶 | Good, although not breaking down the walls. | 🚶 | Disappointing, below what was expected. |

| | | | |
|---|---|---|---|
| LOVE IN THE AFTERNOON (Allied Artists) | 🚶🚶 | MAN OF A THOUSAND FACES (U-I) | 🚶🚶 |
| THE SUN ALSO RISES (20th-Fox) | 🚶🚶 | TIP ON A DEAD JOCKEY (MGM) | 🚶🚶 |
| THE PAJAMA GAME (Warners) | 🚶🚶🚶 | HOUSE OF NUMBERS (MGM) | 🚶 |
| JEANNE EAGELS (Columbia) | 🚶🚶🚶 | ACTION OF THE TIGER (MGM) | 🚶 |
| 3:10 TO YUMA (Columbia) | 🚶🚶🚶 | THE FUZZY PINK NIGHTGOWN (UA) | 🚶🚶 |
| CHICAGO CONFIDENTIAL (UA) | 🚶🚶 | THE PRIDE AND THE PASSION (UA)* | 🚶🚶 |
| MAN ON FIRE (MGM) | 🚶🚶 | SILK STOCKINGS (MGM) | 🚶🚶 |

***Ratings so indicated reflect pictures that, while possibly doing bigger grosses than some other pictures similarly rated, are not grossing as strongly as they should be in the light of their higher selling terms. (Example: a picture sold at 60% or 70% but only doing the equivalent to a 40% gross is disappointing; while another picture sold at 40% and doing the equivalent to a 40% gross is OK.)**

## Industry Veteran Sells Last Theatre Interests

**NEW ORLEANS—E. V. Landaiche, an industry veteran, will bring his career to a close this week with the disposal of his Carver, Pritchard, Ala., the last of his theatres, to Charlie King and his son, of King, Inc., Mobile, Ala. Landaiche began to liquidate his exhibition interests some 18 months ago.**

**Beginning as a booker in distribution, Landaiche later became 20th-Fox branch manager here for a number of years, and was subsequently co-owner of the Screen Guild Exchange. For the last 13 or more years, he has been in exhibition, with a circuit of theatres on the Mississippi-Alabama Gulf Coast.**

Conti is membership chairman. . . . The Houston United Theatre Association was guest of 20th-Fox in the exchange screening room for a preview of "The Sun Also Rises."

## JACKSONVILLE

Jack Miller, veteran manager, Gables, Coral Gables, Fla., one of south Florida's best-known showmen, died of a heart ailment. . . . 20th-Fox's "Three Faces of Eve" was the subject of a cooperative newspaper ad which listed 110 Florida and Georgia first-run theatres playing the film. . . . Margaret Smith and Joseph E. Charles, manager, Capitol, were married. . . . New manager, downtown Imperial, is Herb Roller, formerly at the suburban Edgewood. J. H. Parkerson is now managing the Edgewood. . . . A tornado ripped out scores of speakers at Loew's Normandy Twin Outdoor and damaged a screen facade, reported manager Jim Carey. . . . Hank Hearn, booker, United Theatres, Miami, Fla., area, was resting here for a few days prior to being readmitted to the Will Rogers Memorial Hospital, Saranac Lake, N. Y. . . . Pete Dawson, formerly of Indianapolis, is now booking for United Theatres. . . . Seeking reelection as a town councilman, Neptune Beach, Fla., is Ken Barrett, FST real estate manager.

## MINNEAPOLIS

Charles Winchell, president, Minnesota Amusement Company; John Branton, head buyer and booker; Ev Seibel, director of advertising and publicity; and Tommy Martin, Minneapolis city manager, will attend the annual meeting of American Broadcasting-Paramount Theatres, Sept. 30-Oct. 2, in Westchester County, N. Y. . . . Some drive-ins in northern Minnesota have closed for the season. The Hilltop Drive-In, Dawson, Minn., reopened with a new screen, replacing one torn down in a windstorm. . . . Sam Niefeld, former manager, Westgate, was in from New York for a visit. . . . Bill Green, publicity director, Cinerama, Detroit, was in to visit Colonel Norman Sprowl, publicity director here. The new Cinerama film, "Search For Paradise," is scheduled to open in the Century in November, according to Bob Haugen.

## NEW ORLEANS

The Baton Rouge, La., area will be the locale of 20th-Fox's "The Long Hot Summer." Shooting was to get underway this week. . . . Joy N. Houck, Howco International, after a brief visit here returned to Hollywood in the interest of the company's forthcoming "Teen Age Monster" and "The Brain From Planet Uranus." . . . Irving Paley, Paramount Gulf publicity department, was elected president, United Cerebral Palsy Association of Greater New Orleans at a meeting of the organization in the Variety Club. He succeeds G. B. Bicknell, Paramount Gulf division manager. Other officers include William Holliday, Paramount branch manager, second vice-president, and Johnny Magenda, Paramount Gulf, treasurer.

Joy's Theatres resumed operation of the Joy, Melville, La., and the Joy, Ringgold, La., operated for some 20 months by Fred Houck. . . . A. J. Broussard reopened the Trail Drive-In, Crowley, La., which was closed for repair of damage caused by Hurricane Audrey. . . . Sue Birdsall succeeds Shirley Egan as assistant to Connie Aufdemorte, Hodges Theatre Supply. . . . Paul Engler, Sr., president, Engler Theatres, Birmingham, Ala., returned there after hospitalization here. . . . Clarence Gale reopened the Illings, Ocean Springs, Miss. . . . Frank Patterson, new owner, Mansfield, Mansfield, La., scheduled Sept. 27 for reopening. J. G. Broggi will continue to buy and book. . . . Sympathy was extended to Kenneth Giddens, co-owner, Giddens and Rester Theatres, Mobile, Ala., on the death of his mother. . . . John Kenlo joined the Pike Booking and Supply Company, publicity department, McComb, Miss. . . . J. B. Watts reopened the hurricane-damaged Grand, Cameron, La. . . . John Waterall shuttered the first run Waterall, Prichard, Ala. . . . Maurice Artiguez, United Artists, was among the UA salesmen throughout the nation who won top prizes in the Prize 12 Play Date Contest.

## NEW YORK

Joseph McCoy, manager, Loew's Boro Park, Brooklyn, has been transferred to Loew's Bay Ridge, and Alberti Boschi, manager, Loew's Bay Ridge, has been moved to Loew's Boro Park. . . . The Michael Todd Company has opened additional office space at 1681 Broadway. The company will continue to maintain business offices at 729 Seventh Avenue, but Todd's office, Bill Doll's press section, and national advertising and ex-

James P. Clark
Announces

Effective October 1, 1957, the film, newspaper, magazine, and theatrical road show services of Highway Express Lines, Inc. will be operated by a newly formed subsidiary company under the firm name of

CLARK TRANSFER, INC.

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These services have been conducted as a separate division of Highway for many years. The employees and facilities of this division constitute the new company.

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# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "the A-MAN Corner." Add your name and address. Names and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**MANAGER**, Conventional and Drive-In, experience, ad man and film buyer. Presently employed first run operation. Desire better opportunity Philadelphia, Baltimore, Washington area. **BOX A925, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**EXPERIENCED MANAGER**, conventional and drive-in, age 39, family man, honest, highest integrity, advertising and exploitation citation winner. Seeking permanent position, now employed. Welcome all inquiries. **BOX B925, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**YOUNG MAN**, late twenties, five years theatre management experience. New York City resident. What have you to offer me? Can make small investment if necessary. **BOX C925, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**COLLEGE GRADUATE**, single, twenties, 4 years theatre experience, seeks film booking, buying or publicity opportunity. N.Y.C. area. **W. HARRIS, 249-71 57th Ave., Little Neck, N. Y.** (911)

**MANAGER** wanted for conventional theatre in New Jersey; permanent; top salary; real opportunity for aggressive man; many benefits including retirement plan; group insurance; and hospitalization. **Apply WALTER READE THEATRES, Mayfair House, Deal Road, Oakhurst, New Jersey or call KEllogg 1-1600.** (925)

**PROJECTIONIST OR ASSISTANT MANAGER** available immediately. 31 years old, married, 10 years experience all phases of theatre work including booking. Will relocate anywhere. **BOX B911, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGERIAL POSITION OPEN**, first run theatre in South. Top salary. Advise qualifications, references, salary, send small snapshot. Have group hospitalization, life insurance, vacation, Christmas bonuses. **BOX A911, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**EXPERIENCED MANAGER**, drive-in and conventional, available to responsible exhibitor. Top references. Top salary required. **Write P.O. Box 52, Pleasant Valley, N. Y.** (911)

***Address all correspondence to—*** **The A-MAN Corner** **Motion Picture Exhibitor**
**246 North Clarion St., Phila. 7, Pa.**

ploitation will be in the Broadway Theatre Building. . . . Marcus Heiman, 74, one time head of the Orpheum circuit, and head of United Booking Office for the past 30 years, died of a heart attack. . . . Allan Lloyd Melhado, 60, an investment adviser and a director of Loew's Theatres subsidiaries, died in a plane crash near New Bedford, Mass., last fortnight. . . . Anolyn Arden, production coordinator, Roxy stage shows, is resigning. She is succeeded by Ray Frost and Kenny Springer. . . . John Murphy and Eugene Picker, Loew's Theatres executives, returned from Houston, where they made plans for the October opening of Loew's new Sharpstown Drive-In. . . . Don Heller, United Artists special events department, is joining Don Gerald Enterprises as a partner. . . . Bob Dorfman, exploitation manager, Buena Vista, became the father of a boy. . . . Over 400 teachers will attend a special showing of Walt Disney's "Perri" in the Normandie on Sept. 28, arranged by the Board of Education.

## PHILADELPHIA

Louis Blaustein, National Screen Service salesman long on the sick list, would like to hear from his many industry friends. . . . Dorothy Bass, secretary to Joseph Engel, 20th-Fox sales manager, is retiring after almost 25 years in the industry. . . . Ralph Garman, Jr., is now in the booking department, Buena Vista. . . . Benny Harris is taking things easy at the Broomall, Pa., home of his daughter, Mrs. Claire Altman, while he recovers from his heart attack. He comes into his film exchange briefly each day. . . . Joe Conway, Wayne Avenue Playhouse impresario, and other circus fans, are mourning the passing of the head of Hunt's Circus. . . . "Forty Guns" was screened at Variety Club, Tent 13, through the courtesy of Sam Diamond, branch manager, 20th-Fox. The annual meeting of Tent 13 will be held Oct. 21. Lester Wurtele is 1957 chairman of the Heart Fund Drive, which kicks off at this affair. The annual dinner will be held on Jan. 13. Ralph Pries is chairman. . . . Bill Kanefsky, studio manager, is proud that he has obtained six citations, including one winning entry in MOTION PICTURE EXHIBITOR's Showmanship Sweepstakes contest. . . . The members of Philadelphia Motion Picture Preview Group helped to collect over $540 for the Will Rogers Memorial Hospital fund in the Trans-Lux. Mrs. Samuel Epstein and Mrs. Armand J. Loeb were co-chairmen. . . . It was announced that the Airport Drive-In, at Philadelphia International Airport Circle, would open soon. The spot is equipped with in-car heaters for year-round operation.

## PORTLAND

Jane Russell was to be here last week in the interest of WAIF, her pet charity. Proceeds from a church supper were to be split by the church and WAIF. . . . Jesse Jones opened the Roseway after complete rebuilding, following a fire last January. The 600-seat suburban house now is one of the most modern on the coast. . . . Promotor Frank Breall, former Evergreen manager, reported that Elvis Presley grossed $34,000 appearing before 14,000 fans in Multnomah Stadium.

## ST. LOUIS

A rule barring teenagers from the Ozark, Webster Grove, Mo., on Friday night, unless accompanied by an adult, resulted in peace and quiet reigning during the screening, according to owner and operator J. Siepker. . . . Frisina Amusement Company announced plans to close all its drive-ins on Oct. 19, with the exception of the Skyway, Mattoon, Ill. . . . The Pantheon, Springfield, Ill., was to be reopened this week under the management of Robert W. Foss, a projectionist. The house formerly was a Kerasotes unit. . . . The local premiere of Cinerama's "Search For Paradise" in the Ambassador will benefit the City House-Barat Hall Association and the City House Alumnae.

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MAN OF 1000 FACES

**Mark Alling, manager, Golden Gate, San Francisco, recently developed an attention-getting stunt for U-I's "Man Of A Thousand Faces." Girls shot candid photos of passers-by, pictures were developed and posted on board in front of theatre. Free admission went to those finding themselves on the "board of 1,000 faces."**

## SALT LAKE CITY

Warren Bunting, formerly of San Diego, Cal., the new general manager, Utah Drive-In Theatre Corporation, arrived in Salt Lake to take over his post. He succeeds George Zischank, who has been transferred to the San Diego job as operations manager, Sero Amusements, parent organization. The organization operates the Lyric and Gem, and the Hyland, Redwood, and Auditorium Drive-Ins, as well as the Geneva, Orem, Utah. . . . Keith Pack is new branch manager, Warners. With the firm for the past 24 years, Pack formerly traveled the Utah and western Montana territory. Harry Brown is now salesman in the Utah-western Montana area, and Henry Smith travels Idaho and eastern Montana.

## SAN ANTONIO

Three Spanish language theatres, the Alameda, Nacional, and Guadalupe will show the latest film starring Cantinflas, "El Bolero de Raquel," for a full week, marking a first time for such a booking. . . . Grover McDonnell, salesman for 20th-Fox, Houston, Tex., was in calling on local exhibitors. . . . By presenting their credentials, members of Elvis Presley fan clubs will be admittd at a special discount when "Loving You" opens in the Woodlawn, according to Dick Vaughn, manager. . . . A board of directors meeting was scheduled to be held shortly to name a successor to G. A. Lucchese, late president of the Zaragosa Amusement Company, who died recently following a heart attack. . . . George A. Kaczmar, after 20 years in the industry, is taking a position in the radio-television field. He was formerly manager, Empire, Trans-Texas Theatres unit which was recently taken over by Azteca Films. . . . The Josephine, long an art house, will have a change in policy.

## SEATTLE

Walter Hoffman, Paramount northwest publicity director, returned from a Chicago company meeting. . . . Sam Siegel, Columbia exploiter, was in town from San Francisco. . . . Jack Tillman, Columbia district manager, was here from San Francisco to confer with James Beale, branch manager. . . . Northwest Releasing has taken on a new 26-minute free subject in color, "Conservation Story." The film is available without charge to exhibitors contacting Northwest Releasing at the Moore, Seattle. The firm has closed its Portland office. However, Hildy Peterson, who was in charge, will continue to book free subjects in her home office, 1427 N.W. 27th.

SECTION TWO • VOL. 58, No. 22
SEPTEMBER 25, 1957

This yellow paper Check-Up is published every second week, alternating with the pink paper Reviews of all features and short subjects, as a special section of MOTION PICTURE EXHIBITOR. Every issue of the Check-Up serves as a complete reference index to all feature motion pictures and short subjects reviewed during the past year, plus the features from all sources that are known to be nearing completion. Combined, the yellow and pink sections represent a unique informative service to theatremen, specially created and carefully maintained by the editors of—

MOTION PICTURE EXHIBITOR
246-48 N. Clarion St., Philadelphia 7, Pa.

# MOTION PICTURE EXHIBITOR SERVISECTION

***THE CHECK-UP of all features and short subjects reviewed during the preceding 12-month period***

## Allied Artists

ATTACK OF THE CRAB MONSTERS (5703)—MD—Richard Garland, Pamela Duncan—For the lower half—64m.—4-17-57—4313.

BADGE OF MARSHAL BRENNAN, THE—(5713)—W—Jim Davis, Arleen Whelan, Louis Jean Heydt—Average western—74m.—9-4-57—4373.

BLONDE SINNER (5635)—D—Diana Dors, Michael Craig—For the lower half—72m.—2-6-57—4285—(B).

CALYPSO JOE (5711)—C—Herb Jeffries, Angie Dickinson, Edward Kemmer—Lower half entry with Calypso beat—76m.—9-18-57—4377—(B).

CANYON RIVER (5620)—W—George Montgomery, Marcia Henderson—Okay western—80m.—11-14-56—4249—DC—CS.

CHAIN OF EVIDENCE (5701)—MD—Bill Elliott, James Lydon, Claudia Barrett—For the duallers—64m.—2-20-57—4289.

CRUEL TOWER, THE (5691)—MD—John Ericson, Mari Blanchard, Charles McGraw—Okay thriller for lower half—80m.—1-9-57—4273—(B).

DAUGHTER OF DR. JEKYLL (5710)—MD—John Agar, Gloria Talbott, Arthur Shields—Dull and pointless horror yarn—71m.—8-21-57—4365—(B).

DEATH IN SMALL DOSES (5729)—MD—Peter Graves, Mala Powers—Exciting meller to perk up the program—79m.—8-21-57—4365.

DESTINATION 60,000 (5715)—D—Preston Foster, Pat Conway, Jeff Donnell—For the lower half—65m.—4349.

DINO (5721)—D—Sal Mineo, Brian Keith, Susan Kohner—Interesting yarn on juvenile delinquency—96m.—4349.

DRAGOON WELLS MASSACRE (5709)—W—Barry Sullivan, Dennis O'Keefe, Mona Freeman—Good, large scale western—88m.—6-12-57—4337—DC—CS.

FIGHTING TROUBLE (5623)—C—Huntz Hall, Stanley Clements, Adele Jergens—Lower half filler—60m.—12-26-56—4265—(B).

FOOTSTEPS IN THE NIGHT (5708)—MD—Bill Elliott, Dan Haggerty, Eleanor Tanin—Okay lower half entry—62m.—4-3-57—4305.

FRIENDLY PERSUSION (5657)—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—10-3-56—4229—DC—CS.

HIGH TERRACE (5630)—MD—Dale Robertson, Lois Maxwell, Derek Bond—For the lower half—70m.—2-20-57—4289—English.

HOLD THAT HYPNOTIST (5706)—C—Huntz Hall, Stanley Clements, Jane Nigh—Average Bowery Boys series entry—61m.—3-20-57—4301.

HOT SHOTS (5632)—C—Huntz Hall, Stanley Clements, Joi Lansing—Series average—61m.—2-20-57—4289.

LAST OF THE BADMEN (5705)—W—George Montgomery, Keith Larsen, Meg Randall—Good, suspenseful western—80m.—3-6-57—4297—DC—CS.

LET'S BE HAPPY (5707)—MU—Tony Martin, Vera Ellen, Robert Flemyng—Light and entertaining—93m.—6-12-57—4337—TC—CS—English.

LOVE IN THE AFTERNOON (5719)—C—Gary Cooper, Audrey Hepburn, Maurice Chevalier—Highly entertaining comedy should have wide appeal—125m.—6-12-57—4337—(B).

NAKED HILLS, THE (5605)—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—10-3-56—4229—PatheColor.

NOT OF THIS EARTH (5704)—MD—Paul Birch, Beverly Garland, Morgan Jones—Fair horror meller—67m.—4-17-57—4313.

OKLAHOMAN, THE (5712)—W—Joel McCrea, Barbara Hale, Gloria Talbott—Good western—80m.—6-26-57—4341—DC—CS.

PORTLAND EXPOSE—MD—Edward Binns, Carolyn Craig—Topical meller packs plenty of punch—72m.—9-4-57—4373.

ROSE BOWL STORY, THE—(5204)—C—Marshall Thompson, Vera Miles, James Dobson—Reissue has angles—75m.—12-12-56—4261—Color—RE.

STRANGE INTRUDER (5619)—MD—Edmund Purdom, Ida Lupino, Ann Harding—Good adult postwar meller—82m.—11-28-56—4257.

SUDDEN DANGER (5540)—MD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—1-11-57—4085.

YOUNG GUNS, THE (5623)—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—11-14-56—4249—(B).

### TO BE REVIEWED

AFFAIR IN HAVANA—John Cassavetes, Raymond Burr, Sara Shane.
AQUA DIVE GIRL (5718)—Mara Corday, Pat Conway.
BEAST OF BUDAPEST—Michael Mills, Violet Rensing, Gerald Milton.
BRIDE AND THE BEAST, THE—Lance Fuller, Charlotte Austin.
CYCLOPS—James Craig, Tom Drake, Lon Chaney, Gloria Talbott.
DISEMBODIED, THE (5720)—Paul Burke, Allison Hayes—(B).
FROM HELL IT CAME—Tod Andrews, Tina Carver.
GUN BATTLE AT MONTEREY—Sterling Hayden, Pamela Duncan.
HONG KONG INCIDENT—Jack Kelly, May Wynn, Richard Loo.
HOT ROD RUMBLE (5717)—Leigh Snowden, Richard Hartunian, Brett Halsey.
HUNCHBACK OF PARIS (5725)—Gina Lollobrigida, Anthony Quinn—France—CS.
LOOKING FOR DANGER—Bowery Boys.
MAN FROM MONTEREY—Sterling Hayden, Pamela Duncan, Ted DeCorsia.
NAKED IN THE SUN—James Craig, Lita Milan, Barton MacLane—Color.
NEW DAY AT SUNDOWN—George Montgomery, Susan Cummings—Color—CS.
ON THE MAKE—Bowery Boys.
OREGON PASSAGE—John Ericson, Lola Albright—Color—CS.
PERSUADER, THE (5714)—William Talman, Kristine Miller, James Craig.
SPOOK CHASERS (5716)—Bowery Boys.
STORM OUT OF THE WEST (5702)—Dale Robertson, Brian Keith, Rossana Rory.
TALL STRANGER, THE—Joel McCrea, Virginia Mayo—Color—CS.

## American International

DRAGSTRIP GIRL—MD—Fay Spain, Steve Terrell—Programmer with teen-age appeal—70m.—6-26-57—4341—(B).

FLESH AND THE SPUR—W—John Agar, Touch Connors, Marla English—Average western—80m.—3-6-57—4297—PatheColor—(B).

I WAS A TEENAGE WEREWOLF—MD—Michael Landon, Yvonne Lime—Okay horror entry—76m.—9-4-57—4373.

INVASION OF THE SAUCER-MEN—MD—Steve Terrell, Gloria Castillo—Science fiction entry with and for teeners—70m.—9-4-57—4373.

IT CONQUERED THE WORLD—MD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—10-31-56—4245.

NAKED PARADISE—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supporting feature—71m.—2-20-57—4289—Color—(B).

ROCK ALL NIGHT—MUMD—Dick Miller, Abby Dalton—Lower half filler—63m.—6-26-57—4341.

RUNAWAY DAUGHTERS—D—Marla English, John Litel, Anna Sten—For the lower half—88m.—11-14-56—4249—(B).

SHAKE, RATTLE AND ROCK—MU—Fats Domino, Lisa Gaye, Touch Connors—Exploitable programmer—77m.—11-14-56—4249.

SHE CREATURE, THE—MD—Chester Morris, Marla English, Tom Conway—Lower half filler—77m.—10-31-56—4245.

UNDEAD, THE—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly involved horror entry—71½m.—4-3-57—4305.

VOODOO WOMAN—MD—Marla English, Tom Conway, Touch Connors—Inferior lower half entry—75m.—4-3-57—4305.

### TO BE REVIEWED

AMAZING COLOSSAL MAN, THE—Glenn Langan, William Hudson.
CAT GIRL, THE—Lynn Tracey, Barbara Shelley, Robert Ayres.
MOTORCYCLE GANG—Anne Neyland, Steve Terrell, John Ashley.
SORORITY GIRL—Susan Cabot, Barbara O'Neill, Dick Miller.
UNDERWATER GIRL—Mara Corday, Pat Conway.
VIKING WOMEN—Kipp Hamilton, Irish McCalla, Susan Cabot.

## Associated

MAN BEAST—MD—Rock Madison, Virginia Maynor, Tom Maruzzi—For the lower half—62m.—2-20-57—4290.

NAKED GUN—W—Willard Parker, Mara Corday, Barton MacLane—Lower half western—69m.—4-3-57—4305.

## Buena Vista

BAMBI—CAR—Reissue is topflight disney—71m.—7-24-57—4357—TC—RE.

CINDERELLA—CAR—Reissue is topnotch Disney—74m.—1-9-57—4273—TC—RE.

IF ALL THE GUYS IN THE WORLD . . .—D—Andre Valmy, Jean Gaven, Marc Cassot—Exciting import—95m.—5-1-57—4317—French—Titles.

JOHNNY TREMAIN—MD—Hal Stalmaster, Luana Patten, Jeff York—Family entry has colorful Revolutionary War background—80m.—5-15-57—4325—TC.

PERRI—DOC—A Walt Disney presentation—Another Disney triumph—75m.—9-18-57—4377—TC.

SECRETS OF LIFE—DOC—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—10-31-56—4241—TC—Part CS.

WESTWARD HO, THE WAGONS—W—Fess Parker, Kathleen Crowley, Jeff York—Attractive western, especially for younger set—90m.—12-26-56—4265—TC—CS.

## KEY

Letters in parenthesis ( ) indicate Catholic Legion of Decency ratings where the picture is classified either objectionable in part for all (B) or condemned (C). Films without such a rating are either unobjectionable or unclassified by the Legion.

Number in parenthesis ( ) following titles indicates production release number. Following running time is date and page of review.

Abbreviations following release number indicate type of picture:

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
NOV—Novelty
TRAV—Travelogue
W—Western

Other abbreviations indicate projection and color processes:

CS—CinemaScope
DC—DeLuxe Color
EC—Eastman Color
MC—MetroColor
NA—Naturama
RS—Regalscope
SS—SuperScope
TC—Technicolor
TE—Technirama
TR—Trucolor
VV—VistaVision
WC—WarnerColor

All reissues, both features and shorts, are indicated by RE.

YANG KWEI FEI—D—Japanese cast—For the art spots—92m.—10-31-56—4241—EC—Japanese—Titles.

### TO BE REVIEWED

LIGHT IN THE FOREST, THE—Fess Parker, James MacArthur, Carol Lynley—TC—(Disney).
MISSOURI TRAVELER—Brandon DeWilde, Gary Merrill—TC—(Whitney).
OLD YELLER—Fess Parker, Jeff York, Dorothy McGuire—TC.
SLEEPING BEAUTY—Walt Disney—TC—TE.
YOUNG LAND, THE—Patrick Wayne, Patricia Craig, Dan O'Herlihy—TC.

## Columbia

ABANDON SHIP (139)—D—Tyrone Power, Mai Zetterling, Lloyd Nolan—Highly interesting drama—100m.—4-3-57—4306—English.

BEYOND MOMBASA (142)—D—Cornel Wilde, Donna Reed—Satisfactory programmer—90m.—5-29-57—4333—TC.

BROTHERS RICO, THE—(211)—MD—Richard Conte, Dianne Foster, Larry Gates—The syndicate strikes again—91m.—9-4-57—4373.

BURGLAR, THE (143)—MD—Dan Duryea, Jayne Mansfield, Martha Vickers—Mansfield name will help over-involved program meller—90m.—5-1-57—4317—(B).

CALYPSO HEAT WAVE (147)—MU—Johnny Desmond, Merry Anders, Meg Myles—Plenty of appeal for youthful Calypso-maniacs—86m.—6-12-57—4337—(B).

CHA-CHA-CHA BOOM (114)—MU—Perez Prado and Orchestra, Mary Kaye Trio—Pleasant programmer—72m.—10-3-56—4229—(B).

DOMINO KID (215)—W—Rory Calhoun, Kristine Miller—Good western—74m.—8-21-57—4365—(B).

DON'T KNOCK THE ROCK (125)—MU—Bill Haley and Comets, Alan Dale, Patricio Hardy—For the rock 'n' roll addicts ar as filler for the lower half—80m.—12-26-56—4265.

FIRE DOWN BELOW (201)—D—Rita Hayworth, Robert Mitchum—Calorful, slightly off-beat drama benefits fram top name values—116m.—5-29-57—4333—TC—CS—(B).

FULL OF LIFE (130)—C—Judy Holliday, Richard Conte, Salvadore Baccaloni—Highly enjayable entertainment—91m.—12-26-56—4265.

GARMENT JUNGLE (144)—MD—Lee J. Cobb, Gia Scala—Tough pro-union story is hard hitting melodrama; but will need push—88m.—5-1-57—4317.

GIANT CLAW, THE (146)—MD—Jeff Morrow, Mara Corday—Lower half filler—76m.—6-26-57—4341.

GUNS FOR FORT PETTICOAT, THE (131)—W—Audie Murphy, Kathryn Grant, Hope Emerson—Goad action programmer—82m.—3-20-57—4301—TC.

HE LAUGHED LAST (105)—C—Frankie Laine, Lucy Marlow, Anthony Dexter—Okay programmer—77m.—10-3-56—4230—TC—(B).

HEART OF SHOW BUSINESS, THE (0199)—DOC—Produced and directed by Ralph Staub—Excellent story of Variety Clubs Internatianal—40m.—5-29-57—4333—TC.

HELLCATS OF THE NAVY (141)—D—Ronald Reogan, Nancy Davis, Arthur Franz—Okay programmer of submarine warfare—82m.—5-1-57—4317.

JEANNE EAGELS—204—D—Kim Novak, Jeff Chandler, Agnes Moorehead—Highly interesting, well-made biagraphical drama—109m.—7-24-57—4357—(B).

LAST MAN TO HANG, THE (117)—D—Tom Conway, Elizabeth Sellars, Freda Jackson—For the lower half—75m.—11-14-56—4250—English.

MAGNIFICENT SEVEN, THE—MD—Japanese cast—Very good entry for art and specialty spats—158m.—1-23-57—4277—Japanese—Titles—(B).

MAN WHO TURNED TO STONE, THE (134)—MD—Victor Jory, Ann Doran, Charlotte Austin—Average harrar entry far the duallers—71m.—2-20-57—4290—(B).

NIGHTFALL (127)—MD—Aldo Ray, Brian Keith, Anne Bancroft—Suspenseful meller should be welcome additian to the pragram—78m.—12-12-56—4261.

NIGHT THE WORLD EXPLODED, THE (145)—MD—Kathryn Grant, William Leslie—Science fiction meller for the duallers—64m.—6-26-57—4341.

NO TIME TO BE YOUNG (206)—MD—Robert Vaughn, Roger Smith, Dorothy Green—Ordinary dualler on delinquency theme—82m.—8-7-57—4361.

ODONGO (109)—MD—Rhonda Fleming, MocDonald Carey, Juma—Pleasing programmer—85m.—10-3-56—4230—TC—CS.

OPERATION MAD BALL—C—Jack Lemmon, Kathryn Gront, Mickey Rooney—Very funny camedy—105m.—9-4-57—4374.

PAL JOEY—MU—Rita Hayworth, Frank Sinatra, Kim Novak—Highly enjayable entertainment—111m.—9-18-57—4377—TC.

PAPA, MAMA, THE MAID, AND I—C—Robert Lamoureaux, Gaby Morlay—One of the better French farces for the art hauses—94m.—10-31-56—French—Titles and Narrotion.

PARSON AND THE OUTLAW, THE—(212)—W—Anthony Dexter, Marie Windsor, Buddy Rogers—Religiaus western for duallers—71m.—9-4-57—4374.

PHANTOM STAGECOACH, THE (137)—W—William Bishop, Kathleen Crowley, Richard Webb—Mediocre western for the duallers—69m.—4-13-57—4306.

PICKUP ALLEY (208)—MD—Victor Mature, Anita Ekberg, Trevor Howard—Fast meller shauld please actian fans—92m.—8-7-57—4361—CS.

REPRISAL (115)—MD—Guy Madison, Felicia Forr, Kathryn Grant—Interesting western meller—74m.—10-3-56—4230—TC.

RIDE THE HIGH IRON (128)—D—Don Taylor, Sally Forrest, Raymond Burr—Lower half entry—74m.—12-12-56—4261.

ROGUES OF SHERWOOD FOREST (1072)—D—John Derek, Diana Lynn, George Macready—Reissue is akay adventure programmer—80m.—10-31-56—4241—RE.

RUMBLE ON THE DOCKS (124)—D—James Darren, Laurie Carroll—Average meller of 'teen-age violence will appeal most to 'teen-age audiences—82m.—2-20-57—4290—(B).

SEVENTH CAVALRY, THE (121)—MD—Randolph Scott, Barbara Hale, Jay C. Flippin—Okay outdoor meller—75m.—10-31-56—4241—TC.

SHADOW ON THE WINDOW, THE (133)—MD—Phil Carey, Betty Garrett, John Barrymore, Jr.—Okay programmer—73m.—3-6-57—4297.

SIERRA STRANGER (140)—W—Howard Duff, Gloria McGhee, Dick Foran—Mediocre western—74m.—5-15-57—4325.

SILENT WORLD, THE (122)—DOC—High rating, underwater documentary—86m.—10-3-56—4230—TC—French—English Narration.

SPIN A DARK WEB (107)—MD—Faith Domerque, Lee Patterson, Rona Anderson—Lower half filler—76m.—10-3-56—4230—(B)—English.

STRANGE ONE, THE (138)—D—Ben Gazzara, Pat Hingle, Mark Richman—Filmization of play and novel is off-beat and interesting—97m.—4-3-57—4206—(B).

SUICIDE MISSION (123)—DOC—Leif Larsen—Lower half entry—70m.—11-14-56—4250—Filmed in Norway and Shetland Islands.

TALL T, THE (136)—W—Randolph Scott, Maureen O'Sullivan, Richard Boone—Good Scott entry should please western and action fans—78m.—4-3-57—4306—TC.

TEN TALL MEN (119)—MD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Reissue is good adventure yarn—97m.—10-31-56—4242—TC—RE.

3:10 TO YUMA (210)—W—Glenn Ford, Van Heflin, Felicia Farr—Well-made yarn has action and suspenseful drama—92m.—8-21-57—4365.

TOWN ON TRIAL (207)—MD—John Mills, Barbara Bates, Charles Coburn—For lower half 95m.—4349—English—(B).

TOREROI—DOC—Luis Procuna—Okay bullfight picture—75m .— 4349 — Mexican — English narrotion.

20 MILLION MILES TO EARTH (202)—MD—William Hopper, Joan Taylor—Mediocre science fiction feature for the duallers—82m.—6-12-57—4337.

27TH DAY, THE (203)—MD—Gene Barry, Valerie French—Good science fiction programmer—75m.—5-29-57—4333.

UTAH BLAINE (129)—W—Rory Calhoun, Susan Cummings, Angela Stevens—Average western fare for the duallers—75m.—1-23-57—4277.

WHITE SQUAW, THE (116)—W—David Brian, May Wynn, William Bishop—For the lower half—75m.—10-31-56—4242.

WICKED AS THEY COME (132)—MD—Arlene Dahl, Phil Carey, Herbert Marshall—Fair meller far the program—94m.—1-9-57—4273—(B)—English.

WOMAN OF THE RIVER (213)—D—Sophio Loren, Gerard Oury—Can go in either the art spots or regulatian houses—92m.—8-21-57—4365—Italy-English dubbing—TC—(B).

YOU CAN'T RUN AWAY FROM IT (118)—C—June Allyson, Jack Lemmon, Charles Bickford—Highly amusing comedy—95m.—10-17-56—4237—TC—CS—(B).

YOUNG DON'T CRY, THE—205—D—Sal Mineo, Jomes Whitmore, J. Carrol Naish—Mineo should draw teenagers—89m.—7-24-27—4357.

ZARAK (126)—MD—Victor Mature, Michael Wilding, Anita Ekberg—Colorful action packed adventure should have wide appeal—99m.—12-26-56—4266—TC—CS—(B).

ZOMBIES OF MORA TAU (135)—MD—Grega Palmer, Allison Hayes, Autumn Russell—Mild horror entry for the duallers—70m.—3-6-57—4297—(B).

### TO BE REVIEWED

ADMIRABLE CRICHTON, THE—Kenneth More, Diane Cilento—TC—English.
BITTER VICTORY—Richard Burton, Kurd Jurgens—CS.
BONJOUR TRISTESSE—David Niven, Deborah Kerr—Color—CS.
BRIDGE ON THE RIVER KWAI, THE—William Holden, Alec Guinness—TC—CS.
COWBOY—Glenn Ford, Jack Lemmon, Anna Kashfi—Calor.
DECISION AT SUNDOWN—Randolph Scott, Valerie French—TC.
ESCAPE FROM SAN QUENTIN—Johnny Desmond, Merry Anders, Peggy Maley.
GIDEON'S DAY—Jack Hawkins, Anna Lee—England.
GODDESS, The—Kim Stanley, Lloyd Bridges, Steve Hill.
GOING STEADY—Molly Bee, Alan Reed, Jr., Irene Hervey.
HARD MAN, THE—Guy Madison, Valerie French—TC.
HIGH FLIGHT—Roy Milland, Sean Kelley, Anthony Newley—TC—CS—English.
HOW TO MURDER A RICH UNCLE—Nigel Potrick, Charles Coburn, Wendy Hiller—CS—English.
LONG HAUL, THE—Victor Mature, Diana Dors—English—(B).
NIGHT OF THE DEMON—Dana Andrews, Peggy Cummins—English.
OTHER LIFE OF LYNN STUART, THE—Betsy Palmer, Jack Lord.
RESCUE AT SEA—Gary Merrill, Nancy Dovis, Irene Hervey.
RETURN TO WARBOW—Phil Carey, William Leslie, Catherine McLeod—Color.
SEVENTH VOYAGE OF SINBAD, THE—Kerwin Mathews, Kothryn Gront—Color.
SHE PLAYED WITH FIRE—Jack Hawkins, Arlene Dahl, Dennis Price—English.
STELLA—William Holden, Sophia Loren, Trevor Howard.
STORY OF ESTHER COSTELLO, THE—Joan Crawford, Rosanne Brazzi—English—(B).
THIS BITTER EARTH—Silvano Mangano, Richard Conte, Anthony Perkins—TE.
TIJUANA STORY, THE—Rodolfo Acosta, James Darren, Jean Willes.
TRIAL OF CAPTAIN BARRETT, THE—Edmond O'Brien, Mona Freeman.

## Continental

FRENCH THEY ARE A FUNNY RACE, THE—C—Jock Buchanon, Martine Carol, Noel-Noel—Nat sa hilarious satire for art spots—82m.—8-21-57—4366—English—French.

LOVE LOTTERY, THE—C—David Niven, Peggy Cummins, Anne Vernon—Lightweight English farce—89m.—2-20-57—4293—TC—English.

MAID IN PARIS—C—Dany Robin, Daniel Gelin, Tildo Thomar—Fair comedy for art spots—83m.—8-21-57—4366—English titles—French—(C).

RAISING A RIOT—C—Kenneth More, Shelagh Frozer—Humorous import—90m.—8-21-57—4366—England—TC.

SECRETS OF THE REEF—DOC—Photographed, directed and edited by Lloyd Ritter, Robert Young and Murray Lerner—Intriguing entry of life under water—72m.—10-31-56—4245—EC.

SNOW WAS BLACK, THE—D—Daniel Gelin, Marie Mansart, Valentina Tessier—Well-made off-beat entry for art spots—105m.—11-28-56—French—Titles—(C).

## DCA

(Distributors Corporation Of America)

BABY AND THE BATTLESHIP, THE—C—John Mills, Richard Attenborough, Martyn Garrett—Fairly amusing British farce—96m.—4-3-57—4306—EC—English.

BATTLE HELL—MD—Richard Todd, William Hartnell, Akim Tamiroff—Excellent recreation of British naval exploit—110m.—5-15-57—4325—English.

BERMUDA AFFAIR—D—Kim Hunter, Gary Merrill, Ron Randell—Program material—88m.—6-26-57—4342—English.

COLDITZ STORY, THE—MD—John Mills, Eric Portman, Frederick Valk—Interesting English prisoners of war story—97m.—5-1-57—4318—English.

GOLD OF NAPLES—COMP—Toto, Sophia Loren, Vittorio DeSica, Silvano Mangano—Entertaining import for art sports—107m.—3-20-57—4301—(B)—Italion—Titles.

GREEN MAN, THE—C—Alastair Sim, George Cole, Jill Adams—Fair screwball comedy—80m.—6-26-57—4342—English—(B).

HALF HUMAN—MD—John Carradine—Horror entry for exploitation program—70m.—5-29-57—4333—Japanese; English narration and dialogue.

JOHN AND JULIE—C—Colin Gibson, Lesley Dudley—Light weight but charming adventures of children off to see Coronation—82m.—6-26-57—4342—EC—English.

MONSTER FROM GREEN HELL—MD—Jim Davis, Barbara Turner—Horror item for lower half—71m.—5-29-57—4334.

1,000 YEARS FROM NOW—MD—Robert Clarke, Margaret Field—Reissue of "Captive Women" should be exploitable—65m.—4-3-57—4307—RE.

ROCK, ROCK, ROCK—MU—Tuesday Weld, Alan Freed, Frankie Lyman—Picture with the beat, okay dualler—83m.—12-26-56—4266.

SCANDAL IN SORRENTO—C—Vittorio De Sica, Sophia Loren—Cute entry from abroad—92m.—4350—TC—CS—Italian; dubbed in English—(B).

SILKEN AFFAIR, THE—C—David Niven, Genevieve Page—Amusing English comedy has Niven name—96m.—9-4-57—4374—English—(RKO).

WOMAN OF ROME—D—Gina Lollobrigida, Daniel Gelin, Franco Fabrizi—For the art spots or sexploitation houses—93m.—1-23-57—4277—(C)—Italian—Dubbed in English.

### TO BE REVIEWED

EVERY SECOND COUNTS—Borbora Loage—(Subtitled)—(B).
HELL IN KOREA—Stonley Baker, George Baker—English.
LOSER TAKES ALL—Rosanno Brazzi, Glynis Johns—EC—CS—English—(B).
MILLER'S BEAUTIFUL WIFE, THE—Vittorio De Sica, Sophia Loren—TC—Titles—(C).
UNNATURAL—Hildegarde Neff, Eric Von Stroheim.
WIDOW, THE—Patricia Roc, Akim Tamiroff—English.

## MGM

**ACTION OF THE TIGER** (801)—MD—Van Johnson, Martine Carol—Confusing meller—98m.—8-21-57—4366—TC—CS—(B).

**BARRETTS OF WIMPOLE STREET, THE** (718)—MD—Jennifer Jones, John Gielgud, Bill Travers—Fine film version of classic—105m.—1-23-57—4277—MC—CS—English.

**BOOM TOWN** (704)—MD—Clark Gable, Spencer Tracy, Claudette Colbert—Reissue has the names and excitement—120m.—10-31-56—4242—RE.

**BOYS' TOWN** (716)—MD—Spencer Tracy, Mickey Rooney, Henry Hull—Reissue of topnotch family meller—96m.—1-23-57—4278—RE.

**BRIDE GOES WILD, THE** (732)—C—Van Johnson, June Allyson—Reissue of topnotch comedy—98m.—5-29-57—4334—RE.

**DECISION AGAINST TIME** (739)—D—Jack Hawkins, Elizabeth Sellars—Tense, well-made English drama—87m.—4350—English.

**DESIGNING WOMAN** (724)—C—Gregory Peck, Lauren Bacall, Dolores Gray—Impressive comedy has angles—117m.—3-20-57—4301—MC—CS—(B).

**EDGE OF THE CITY** (714)—D—John Cassavetes, Sidney Poitier, Kathleen Maguire—Off-beat drama has merit and many angles—85m.—1-9-57—4273.

**GASLIGHT** (725)—MD—Charles Boyer, Ingrid Bergman, Joseph Cotten—Names will make the difference in this reissue—113m.—4-3-57—4307—RE.

**GREAT AMERICAN PASTIME, THE** (710)—CD—Tom Ewell, Anne Francis, Ann Miller—Fairly amusing entry—89m.—11-28-56—4257.

**GREEN DOLPHIN STREET** (715)—D—Lana Turner, Van Heflin, Donna Reed—Reissue has names to help—141m.—1-23-57—4278—RE.

**GUN GLORY** (740)—W—Stewart Granger, Rhonda Fleming—Interesting western for the program—89m.—4350—MC—CS.

**HAPPY ROAD, THE**—(741)—C—Gene Kelly, Barbara Laage, Bobby Clark, Brigitte Fassey—Fine family fare—100m.—2-6-57—4285.

**HIRED GUN, THE** (803)—W—Rory Calhoun, Anne Francis—Good western—64m.—9-18-57—4377—CS.

**HOT SUMMER NIGHT** (719)—MD—Leslie Nielsen, Colleen Miller, Edward Andrews—interesting program entry—86m.—2-6-57—4285.

**HOUSE OF NUMBERS**—(802)—D—Jack Palance, Barbara Lang, Harold J. Stone—Good program material—92m.—4350—CS—(B).

**IRON PETTICOAT, THE** (712)—C—Bob Hope, Katharine Hepburn, Noelle Middleton—Fairly amusing Hope entry—87m.—1-9-57—4274—TC—VV—(B).

**JULIE** (709)—MD—Doris Day, Louis Jourdan, Barry Sullivan—Good, suspense-filled entry—97m.—10-17-56—4237.

**LITTLE HUT, THE** (730)—C—Ava Gardner, Stewart Granger, David Niven—Sophisticated comedy has cast draw—90m.—5-15-57—4326—EC.

**LIVING IDOL, THE** (736)—D—Steve Forrest, Lilliane Montevecchi, James Robertson Justice—Colorful drama has angles—101m.—5-15-57—4326—EC—CS.

**LIZZIE** (722)—D—Eleanor Parker, Richard Boone, Joan Blondell—Psychological entry of a girl and her problems proves interesting—81m.—3-6-57—4298—(B).

**MAN ON FIRE** (735)—D—Bing Crosby, Inger Stevens, Mary Fickett—High rating drama—95m.—6-12-57—4338—(B).

**MARIE ANTOINETTE** (708)—D—Norma Shearer, Tyrone Power, John Barrymore—Reissue should have value as museum piece—149m.—11-14-56—4250—RE.

**MUTINY ON THE BOUNTY** (711)—MD—Charles Laughton, Clark Gable, Franchot Tone—Reissue should do okay as museum piece—133m.—12-12-56—4261—RE.

**OUR VINES HAVE TENDER GRAPES** (733)—D—Edward G. Robinson—105m.—5-29-57—4334—RE.

**POSTMAN ALWAYS RINGS TWICE, THE** (726)—MD—Lana Turner, John Garfield, Cecil Kellaway—Names will send reissue into high grosses—113m—4-3-57—4307—RE.

**SEVENTH SIN, THE** (731)—D—Eleanor Parker, Bill Travers, George Sanders—Romantic drama offers much for femmes—94m.—5-29-57—4334—CS.

**SILK STOCKINGS** (737)—MU—Fred Astaire, Cyd Charisse, Janis Paige—High rating musical comedy—117m.—5-29-57—4334—MC—CS—(B).

**SLANDER** (717)—D—Van Johnson, Ann Blyth, Steve Cochran—Topical drama has powerful indictment of scandal magazines—81m.—12-26-56—4266.

**SOMETHING OF VALUE** (738)—MD—Rock Hudson, Dana Wynter, Sidney Poitier—Highly Interesting adventure tale of modern Africa and its peoples—113m.—5-1-57—4318.

**TALE OF TWO CITIES, A** (707)—D—Ronald Colman, Elizabeth Allan, Reginald Owen—Reissue should have value as museum piece—128m.—11-14-56—4250—RE.

**TARZAN AND THE LOST SAFARI** (728)—MD—Gordon Scott, Robert Beatty, Yolande Donlan—New Tarzan entry will please fans—80m.—4-3-57—4307—TC—English.

**TEA AND SYMPATHY** (702)—D—Deborah Kerr, John Kerr, Leif Erickson—High rating drama—122m.—10-3-56—4231—MC—CS—(B).

**TEAHOUSE OF THE AUGUST MOON, THE** (713)—C—Marlon Brando, Glenn Ford, Machiko Kye—Highly amusing entry—123m.—10-31-56—4242—MC—CS.

**TEN THOUSAND BEDROOMS** (723)—C—Dean Martin, Anna Maria Alberghetti, Eva Bartok—Amusing entry has angles—114m.—2-20-57—4290—MC—CS.

**THIS COULD BE THE NIGHT** (729)—C—Jean Simmons, Paul Douglas, Anthony Franciosa—Delightful entertainment—103m.—4-17-57—4313—CS—(B).

**TIP ON A DEAD JOCKEY**—738—MD—Robert Taylor, Dorothy Malone, Gia Scala—Interesting meller has good name values—109m.—7-24-57—4357—CS.

**VINTAGE, THE** (727)—D—Pier Angeli, Mel Ferrer, John Kerr—High rating drama features excellent performances—90m.—3-20-57—4302—MC—CS.

**WINGS OF EAGLES, THE** (720)—D—John Wayne, Dan Dailey, Maureen O'Hara—High rating entry of men and the U. S. Navy—110m.—2-6-57—4285—MC.

### TO BE REVIEWED

**BROTHERS KARAMAZOV, THE**—Yul Brynner, Maria Schell, Lee J. Cobb—MC.
**DON'T GO NEAR THE WATER**—Glenn Ford, Gia Scala, Anne Francis—MC—CS.
**CRY TERROR**—James Mason, Rod Steiger, Angie Dickinson.
**I ACCUSE**—Jose Ferrer, Viveca Lindfors, Anton Walbrook—English.
**INVISIBLE BOY, THE**—Richard Eyer, Philip Abbott, Diane Brewster.
**JAILHOUSE ROCK**—Elvis Presley, Judy Tyler—CS.
**LES GIRLS**—Gene Kelly, Mitzi Gaynor—Color—CS.
**MERRY ANDREW**—Danny Kaye, Pier Angeli—MC—CS.
**PARISIANS, THE**—Maurice Chevalier, Leslie Caron, Louis Jourdan—C—CS.
**RAINTREE COUNTY**—Montgomery Clift, Elizabeth Taylor—TC—PanaVision.
**SADDLE THE WIND**—Robert Taylor, John Cassavetes, Julie London.
**SAFECRACKER, THE**—Ray Milland, Jeannette Sterke—England.
**SEVEN HILLS OF ROME**—Mario Lanza, Marisa Allasio—Italian-made.
**UNTIL THEY SAIL**—Jean Simmons, Joan Fontaine, Paul Newman.

## Paramount

**BEAU JAMES** (5612)—D—Bob Hope, Vera Miles, Paul Douglas, Alexis Smith—Latest Bob Hope entertains—105m.—6-12-57—4338—TC—VV—(B).

**BUSTER KEATON STORY, THE** (5609)—C—Donald O'Connor, Ann Blyth, Rhonda Fleming—Entertaining biographic film should have nostalgic appeal—91m.—4-17-57—4313—VV.

**DELICATE DELINGUENT, THE** (5613)—C—Jerry Lewis, Darren McGavin, Martha Hyer—Interesting Jerry Lewis entry—101m.—4350—VV.

**FEAR STRIKES OUT** (5607)—D—Anthony Perkins, Karl Malden, Norma Moore—Interesting drama—100m.—2-6-57—4286—VV.

**FOR WHOM THE BELL TOLLS** (5614)—D—Gary Cooper, Ingrid Bergman, Akim Tamiroff—Reissue of one of the industry's great films—130m.—5-15-57—4326—TC—RE.

**FUNNY FACE** (5608)—MU—Audrey Hepburn, Fred Astaire, Kay Thompson—Highly entertaining musical—103m.—2-20-47—4291—TC-VV.

**GUNFIGHT AT THE OK CORRAL** (5610)—MD—Burt Lancaster, Kirk Douglas, Rhonda Fleming—Super western rates high—122m.—5-15-57—4326—TC—VV.

**HOLLYWOOD OR BUST** (5605)—C—Dean Martin, Jerry Lewis, Anita Eckberg—Average Martin and Lewis—95m.—12-12-56—4262—TC—VV—(B).

**LONELY MAN, THE** (5611)—D—Jack Palance, Anthony Perkins, Elaine Aiken—Outdoor action yarn is good program entry—87m.—5-15-57—4326—VV.

**LOVING YOU** (5616)—D—Elvis Presley, Lisabeth Scott, Wendell Corey—Elvis Presley rides high on the hawg—101m.—4350—TC—VV—(B).

**LUCY GALLANT** (5504)—MD—Jane Wyman, Charlton Heston, Claire Trevor, Thelma Ritter—Interesting and well-made entry—104m.—10-19-56—4046—TC—VV.

**MOUNTAIN, THE** (5603)—D—Spencer Tracy, Robert Wagner, Claire Trevor—High rating suspense drama—105m.—10-3-56—4231—TC—VV.

**OMAR KHYYAM**—5615—D—Cornel Wilde, Debra Paget, Michael Rennie—Colorful drama of days of old—101m.—8-7-57—4361—TC-VV.

**RAINMAKER, THE** (5606)—D—Burt Lancaster, Katherine Hepburn, Wendell Corey—High rating entry—121m.—1-9-57—4274—TC—VV—(B).

**SEARCH FOR BRIDEY MURPHY** (5602)—D—Teresa Wright, Louis Hayward, Nancy Gates—Exploitation item for the program—84m.—10-17-56—4237—VV—(B).

**TEN COMMANDMENTS, THE** (........)—D—Charlton Heston, Anne Baxter, Yul Brynner—One of the top entertainments of all time—219m.—10-17-56—4237—TC—VV.

**THREE VIOLENT PEOPLE** (5604)—W—Charlton Heston, Anne Baxter, Gilbert Roland—Okay western—100m.—12-26-56—4267—TC—VV.

### TO BE REVIEWED

**DESIRE UNDER THE ELMS**—Sophia Loren, Anthony Perkins, Burl Ives.
**DEVIL'S HAIRPIN**—Cornel Wilde, Jean Wallace, Mary Astor—TC—VV—(B).
**HEAR ME GOOD**—Hal March, Joe E. Ross, Merry Anders.
**HOT SPELL**—Shirley Booth, Anthony Quinn—VV.
**HOUSEBOAT**—Cary Grant, Sophia Loren, Martha Hyer—VV.
**JOKER IS WILD, THE**—Frank Sinatra, Mitzi Gaynor, Jeanne Crain—VV—(B).
**MATCHMAKER, THE**—Anthony Perkins, Shirley Booth—VV.
**SAD SACK**—Jerry Lewis, David Wayne, Phyllis Kirk—TC—VV.
**SHORTCUT TO HELL**—Robert Ivers, Georgann Johnson, William Bishop—(B).
**SPANISH AFFAIR**—Carmen Sevilla, Richard Kiley—Color—VV.
**STOWAWAY GIRL**—Trevor Howard, Elsa Martinelli—English—(B).
**TEACHER'S PET**—Clark Gable, Doris Day, Gig Young—VV.
**TIN STAR, THE**—Henry Fonda, Anthony Perkins, Betsy Palmer—VV.
**WILD IS THE WIND**—Anna Magnani, Anthony Quinn, Anthony Franciosa—VV.
**ZERO HOUR**—Dana Andrews, Linda Darnell, Sterling Hayden.

## Rank

**BLACK TENT, THE**—D—Anthony Steel, Donald Sinden, Anna Maria Sandri—Okay programmer—93m.—8-21-57—4366.

**CHECKPOINT**—MD—Anthony Steel, Odile Versois, Stanley Baker—Actionful auto-race meller—86m.—9-4-57—4374—EC—English—(B).

**GENTLE TOUCH, THE**—D—George Baker, Belinda Lee—Tale of nurse trainees is interesting and well-made—86m.—8-21-57—4366.

**JACQUELINE**—D—John Gregson, Jacqueline Ryan—Import for art and specialty spots and some regulation programs—92m.—9-18-57—4377—English.

**OUT OF THE CLOUDS**—D—Anthony Steel, Robert Beotty, Margo Lorenz—Okay for program—80m.—4351—EC—English.

**REACH FOR THE SKY**—D—Kenneth More, Muriel Pavlow—Initial release of new company is interesting tale of English air hero—123m.—5-1-57—4318—English.

**THIRD KEY, THE**—D—Jack Hawkins, John Stratton, Dorothy Alison—Well-made mystery yarn—83m.—4351—English.

**TOWN LIKE ALICE, A**—D—Virginia McKenna, Peter Finch—Highly interesting, different war story—107m.—8-21-57—4367.

**TRIPLE DECEPTION**—MD—Michael Craig, Julia Arnall, Barbara Bates—High rating English meller—85m.—6-26-57—4342—TV-VV—English.

**VALUE FOR MONEY**—C—John Gregson, Diana Dors, Susan Stephen—Amusing entry for art and specialty spots—93m.—8-7-57—4361—TC-VV—English—(B).

### TO BE REVIEWED

(All English-made)
**ALLIGATOR NAMED DAISY, AN**—Donald Sinden, Diana Dors, Jean Carson—TC—VV.
**AS LONG AS THEY'RE HAPPY**—Jack Buchanan—EC.
**PURSUIT OF THE GRAF SPEE**—John Gregson—TC—VV.
**SPANISH GARDENER**—Dirk Bogarde—TC—VV.

## Republic

**ABOVE US THE WAVES** (5601)—MD—John Mills, John Gregson, Donald Sinden—Exciting English meller—92m.—1-9-57—4274—English.

**ACCUSED OF MURDER** (5603)—MD—David Brian, Vera Ralston, Sidney Blackmer—Adequate programmer—74m.—2-6-57—4286—TR—NA.

**AFFAIR IN RENO** (5607)—C—John Lund, Doris Singleton, John Archer—Average programmer—75m.—4-17-57—4314—NA—(B).

**BEGINNING OF THE END** (5660)—MD—Peggie Castle, Peter Graves—Science fiction entry should please horror fans—73m.—4351—(AB-PT).

**DANIEL BOONE, TRAIL BLAZER** (5513)—W—Bruce Bennett, Lon Chaney, Faron Young—Mediocre western for lower half—76m.—10-31-56—4243—TR.

**DUEL AT APACHE WELLS** (5606)—W—Anna Maria Alberghetti, Ben Cooper, Jim Davis—Lower half western—70m.—4-3-57—4307—NA.

**HELLS CROSSROADS** (5608)—W—Stephen McNally, Peggie Castle, Robert Vaughn—Better than average western—73m.—4-3-57—4307—NA—(B).

**JOURNEY TO FREEDOM**—MD—Jacques Scott, Jean Ann Lewis—Filler for lower half—60m.—4351.

MAN IN THE ROAD, THE (5610)—MD—Derek Farr, Ella Raines, Donald Wolfit—For the lower half—83m.—5-15-57—4327—English.

MAN IS ARMED, THE (5538)—MD—Dane Clark, William Talman, May Wynn—Okay dualler—70m.—3-20-57—4302.

PAWNEE—(5614)—W—George Montgomery, Lola Albright—For lower half—80m.—8-7-57—4361—TR.

SCANDAL, INC. (5514)—MD—Robert Hutton, Patricia Wright, Paul Richards—Topical program meller can be exploited—79m.—11-28-56—4258.

SPOILERS OF THE FOREST (5609)—MD—Rod Cameron, Vera Ralston, Ray Collins—For the lower half—69m.—5-29-57—4334—TR—NA.

STRANGE ADVENTURE, A (5537)—MD—Joan Evans, Ben Cooper, Marla English—For the lower half—70m.—10-31-56—4243—(B).

TEARS FOR SIMON (5604)—MD—David Farrar, Julia Arnall, David Knight—Good suspenseful import—91m.—2-20-57—4291—EC—English.

UNEARTHLY, THE (5661)—MD—John Carradine, Allison Hayes—Mediocre horror entry 73m.—4351—(AB-PT).

WEAPON, THE (5611)—MD—Steve Cochran, Lizabeth Scott, Herbert Marshall—Fast paced meller should please—80m.—6-26-57—4342—English.

WOMAN'S DEVOTION, A (5602)—D—Ralph Meeker, Janice Rule, Paul Henried—For the program—88m.—12-12-56—4262—TR.

### TO BE REVIEWED

AMBUSH AT INDIAN PASS—Vera Ralston, Anthony George, George Macready.

CONGRESS DANCES, THE—Rudolf Prack, Johanna Matz—TC—CS—German.

CROOKED CIRCLE, THE—John Smith, Fay Spain, Steve Brodie.

IN OLD VIENNA—Heinz Roettinger, Robert Killick—TC—German.

LAST STAGECOACH WEST—Jim Davis, Mary Castle, Victor Jory—NA.

LAWLESS EIGHTIES, THE—Buster Crabbe, Marilyn Saris—NA.

HELL CANYON OUTLAWS—Dale Robertson, Rossana Rory, Brian Keith.

HELD ON SUSPICION—Phyllis Kirk, Dan O'Herlihy.

OPERATION CONSPIRACY—Philip Friend, Mary Mackenzie.

PANAMA SAL—Elena Verdugo, Edward Kemmer.

RAIDERS OF CALIFORNIA—Jim Davis, Faron Young.

STREET OF DARKNESS—Robert Keys, John Close.

TAMING SUTTON'S GAL—John Lupton, Gloria Talbott—NA.

TIME IS MY ENEMY—Dennis Price, Renee Asherson, Susan Shaw.

WAYWARD GIRL, THE—Marcia Henderson, Peter Walker—NA.

WEST OF SUEZ—John Bentley, Vera Fosek.

YOUNG MOTHER—Mary Webster, William Campbell, Martha Scott—(AB-PT).

## 20th Century-Fox

ABDUCTORS, THE (726)—MD—Victor McLaglen, Gaven Muir, Fay Spain—For the lower half—80m.—4352—RS.

AFFAIR TO REMEMBER, AN—727—D—Cary Grant, Deborah Kerr, Richard Denning—Highly entertaining entry should do very well—115m.—7-24-57—4357—DC—CS.

APACHE WARRIOR—731—W—Keith Larsen, Jim Davis, Eugenia Paul—Okay programmer—74m.—8-7-57—4362—RS.

ANASTASIA (627)—D—Ingrid Bergman, Yul Brynner, Helen Hayes—Brilliantly enacted, beautifully mounted filmization of stage play—105m.—12-26-56—4267—DC—CS.

BACK FROM THE DEAD—734—MD—Peggie Castle, Arthur Franz, Marsha Hunt—Psychological horror entry for lower half—79m.—8-7-57—4362—RS—(B).

BADLANDS OF MONTANA (716)—W—Rex Reason, Beverly Garland—Actionful, adult western—75m.—5-15-57—4327—RS—(B).

BERNARDINE (723)—C—Pat Boone, Terry Moore, Janet Gaynor—Good entry for the younger set—95m.—4352—DC—CS.

BEST THINGS IN LIFE ARE FREE, THE (625)—MU—Gordon MacRae, Dan Dailey, Sheree North—Highly entertaining musical—104m.—10-3-56—4234—DC—CS.

BETWEEN HEAVEN AND HELL (621)—MD—Robert Wagner, Terry Moore, Broderick Crawford—Interesting war drama—94m.—10-17-56—4238—DC—CS.

BLACK WHIP, THE (628)—W—Hugh Marlowe, Coleen Gray—Adult, off-beat western—77m.—12-26-56—4267—RS—(B).

BOY ON A DOLPHIN (714)—D—Alan Ladd, Clifton Webb, Sophia Loren—Well-made, Interesting adventure yarn—111m.—4-17-57—4314—DC—CS—(B).

BREAK IN THE CIRCLE (711)—MD—Forrest Tucker, Eva Bartok—Okay for lower half—69m.—5-15-57—4327—England.

CHINA GATE (715)—MD—Gene Barry, Angie Dickinson, Nat "King" Cole—Suspenseful adventure yarn for the program—97m.—5-15-57—4327—CS.

COPPER SKY (739)—D—Jeff Morrow, Coleen Gray—Talky outdoor drama for the program—77m.—9-18-57—4378.

COURAGE OF BLACK BEAUTY (744)—D—John Crawford, Mimi Gibson, John Bryant—All about a boy and his horse—77m.—8-21-57—4367—Color.

DESK SET (719)—C—Spencer Tracy, Katharine Hepburn—Highly amusing comedy—103m.—5-15-57—4328—DC—CS.

DESPERADOS ARE IN TOWN, THE (626)—W—Robert Arthur, Kathy Nolan—Okay western—73m.—11-28-56—4258—RS.

GIRL CAN'T HELP IT, THE (629)—MUC—Tom Ewell, Jayne Mansifield, Edmond O'Brien—Highly entertaining entry—99m.—1-9-57—4274—DC—CS—(B).

GOD IS MY PARTNER—D—724—D—Walter Brennan, Marion Ross, John Hoyt—Good family entertainment for smaller situations—80m.—7-24-57—4358—RS.

HATFUL OF RAIN, A (925)—D—Eva Marie Saint, Don Murray, Anthony Franciosa—Powerful drama features top performances—109m.—6-26-57—4342—CS.

HELL ON DEVIL'S ISLAND—(735)—MD—Helmut Dantine, Donna Martell, William Talman—Average prison film for the program—74m.—9-4-57—4374.

HEAVEN KNOWS, MR. ALLISON (710)—D—Deborah Kerr, Robert Mitchum—Warm droma of a Nun and a Marine should have wide appeal—105m.—3-20-57—4302—DC—CS.

ISLAND IN THE SUN (721)—D—James Mason, Joan Fontaine, Harry Belafonte—Off-beat drama has lots to offer—119m.—6-26-57—4343—DC—CS—(B).

KRONOS (712)—MD—Jeff Morrow, Barbara Lawrence—Intresting tale of thing from space—78m.—5-1-57—4318—RS.

LOVE ME TENDER (624)—MD—Richard Egan, Debra Paget, Elvis Presley—Presley name should make this a boxoffice winner—89m.—11-28-56—4258—CS—(B).

LURE OF THE SWAMP (722)—MD—Marshall Thompson, Willard Parker, Joan Vohs—Lower half filler—74m.—6-12-57—4338—RS.

OASIS (632)—MD—Michele Morgan, Pierre Brasseur, Cornell Borchers—Mediocre programmer—84m.—1-23-57—4278—EC—CS—Morocco—(B).

OH, MEN! OH, WOMEN! (706)—C—Dan Dailey, Ginger Rogers, David Niven—Film version of play has name values but is only mildly amusing—90m.—2-20-57—4291—DC—CS.

OKLAHOMA! (630)—MU—Gordon MacRae, Shirley Jones, Gene Nelson—High rating entertainment—140m.—11-14-56—4251—TC—CS—Magna.

QUIET GUN, THE (702)—W—Forrest Tucker, Mara Corday—For the lower half—77m.—2-20-57—4291—RS.

RESTLESS BREED, THE (718)—W—Scott Brady, Anne Bancroft—For the duallers—81m.—5-15-57—4328.

RIVER'S EDGE, THE (708)—D—Ray Milland, Debra Paget, Anthony Quinn—Good cast struggles through mediocre story—86m.—4-3-57—4308—DC—CS—(B).

SEA WIFE—737—D—Richard Burton, Joan Collins, Basil Sydney—Off-beat film has angles—82m.—8-7-57—4362—CS-Color.

SHE DEVIL (713)—MD—Mari Blanchard, Jack Kelly, Albert Dekker—Okay lower half entry—77m.—5-1-57—4319—RS—(B).

SMILEY (703)—D—Sir Ralph Richardson, John McCallum—Import for the program—97m.—2-20-57—4292—TC—CS—Australia.

STAGECOACH TO FURY (623)—W—Forrest Tucker, Mari Blanchard, Wallace Ford—Good western for the duallers—76m.—10-17-56—4238—RS.

STORM RIDER, THE (709)—W—Scott Brady, Mala Powers, Bill Williams—Satisfactory western for lower half—70m.—3-20-57—4302—RS.

SUN ALSO RISES, THE—(738)—D—Tyrone Power, Ava Gardner, Errol Flynn—Lavishly produced Hemingway drama has great name values—129m.—9-4-57—4375—C—CS—(B).

TEENAGE REBEL (622)—D—Ginger Rogers, Michael Rennie—Interesting mother-daughter story should have family appeal—94m.—11-14-56—4251—CS—(B).

THIRD MAN, THE (667)—MD—Joseph Cotten, Valli, Orson Welles—Reissue is excellent film of its type—104m.—10-31-56—4243—RE.

THREE BRAVE MEN (701)—D—Ray Milland, Ernest Borgnine, Nina Foch—Topical, thought-provoking drama has documentary flavor—88m.—1-23-57—4278—CS.

THREE FACES OF EVE—(747)—D—Joanne Woodward, David Wayne, Lee J. Cobb—Wellmade and interesting psychological drama—91m.—8-21—57—4367—CS—(B).

TRUE STORY OF JESSE JAMES, THE (704)—MD—Robert Wagner, Jeffrey Hunter, Hope Lange—Satisfactory programmer—92m.—2-20-57—4292—DC-CS-(B).

TWO GROOMS FOR A BRIDE (705)—C—John Carroll, Virginia Bruce—Lower half filler—73m.—4352—English—(B).

UNDER FIRE—D—Rex Reason, Henry Morgan, Steve Brodie—Okay programmer—78m.—9-18-57—4378.

UNKNOWN TERROR, THE—733—MD—John Howard, Mala Powers, Paul Richards— Mediocre horror item—77m.—8-7-57—4362—RS.

WAY TO THE GOLD, THE (717)—MD—Jeffrey Hunter, Sheree North, Barry Sullivan—Mild melodrama for the program—94m.—5-15-57—4328—CS.

WAYWARD BUS, THE (720)—D—Joan Collins, Jayne Mansfield, Dan Dailey—Good name values will boost episodic drama—89m.—6-12-57—4338—CS—(B).

WILL SUCCESS SPOIL ROCK HUNTER?—732—C—Jayne Mansfield, Tony Randall, Betsy Drake—Wacky comedy has limited appeal—94m.—8-7-57—4362—CS-Color—(B).

WOMEN OF PITCAIRN ISLAND, THE (631)—MD—James Craig, Lynn Bari, Arleen Whelan—Exploitable programmer—72m.—12-26-56—4267—RS.

### TO BE REVIEWED

APRIL LOVE—Pat Boone, Shirley Jones, Arthur O'Connell—DC—CS.

BEAUTIFUL BUT DANGEROUS—Gina Lolobrigida, Vittorio Gassman, Robert Alda—Italian—(B).

BLOOD ARROW—Scott Brady, Paul Richards, Phyllis Coates.

DARK VALOR—Rex Reason, Henry Morgan, Steve Brodie—RS.

DERRSLAYER, THE—Rex Barker, Forest Tucker, Cathy O'Donnell—Color—CS.

ESCAPE TO RED ROCK—Brian Donlevy, Jay C. Flippen.

ENEMY BELOW, THE—Robert Mitchum, Kurd Jurgens, Frank Albertson—DC—CS.

FAREWELL TO ARMS—Jennifer Jones, Rock Hudson, Vittorio DeSica—DC—CS.

FORTY GUNS—Barbara Stanwyck, Gene Barry, Barry Sullivan—CS.

FRAULEIN—Mel Ferrer, Dana Wynter—Color—CS.

GHOST DIVERS—James Craig, Audrey Totter.

KISS THEM FOR ME—Cary Grant, Jayne Mansfield, Suzy Parker—DC—CS.

NO DOWN PAYMENT—Jeffrey Hunter, Sheree North, Tony Randall—CS.

OUR LOVE—Robert Stack, Lauren Bacall, Evelyn Rudie—Color—CS.

PEYTON PLACE—Lana Turner, Lloyd Nolan, Hope Lange—DC—CS.

RIDE A VIOLENT MILE—John Agar, Penny Edwards—RS.

SOUTH PACIFIC—Rossano Brazzi, Mitzi Gaynor—Color—Todd-AO.

STOPOVER TOKYO—Robert Wagner, Joan Collins, Edmond O'Brien—DC—CS.

YOUNG AND DANGEROUS—Virginia Field, Les Brown and Band, Douglas Kennedy.

YOUNG LIONS, THE—Marlon Brando, Montgomery Clift, Joanne Woodward—CS.

## United Artists

AROUND THE WORLD IN 80 DAYS—C—David Niven, Cantinflas, Robert Newton, Shirley MacLaine—Fabulous entertainment—173m.—10-31-56—4253—EC—Todd—AO.

BACHELOR PARTY, THE—D—Don Murray, Patricia Smith, Jack Warden—Highly Interesting entry—93m.—3-20-57—4303—Hecht-Lancaster—(B).

BAILOUT AT 43,000—MD—John Payne, Karen Steele, Paul Kelly—Okay programmer—78m.—5-1-57—4319—Pine-Thomas.

BAYOU—D—Peter Graves, Lita Milan—Filler for lower half—88m.—6-26-57—4343—(Ripps) (B).

BIG BOODLE, THE—MD—Errol Flynn, Rosanna Rory—Programmer has intrigue, action, and adventure—83m.—2-6-57—4286—Blumberg—(B).

BIG CAPER, THE—MD—Rory Calhoun, Mary Costa—Good programmer—84m.—4-17-57—4314—Pine-Thomas—(B).

BOP GIRL GOES CALYPSO—MU—Judy Tyler, Bobby Troup, Margo Woode—Programmer for the younger set—79m.—7-24-57—4358—Bel-Air (B).

BRASS LEGEND, THE—W—Hugh O'Brien, Nancy Gates—For the lower half—79m.—12-12-56—4262—Goldstein.

BUCKSKIN LADY, THE—W—Patricia Medina, Richard Denning, Gerald Mohr—Adult western—66m.—4352—Bishop-Hittleman—(B).

CARELESS YEARS, THE—D—Dean Stockwell, Natalie Trundy—Good programmer for teeners as well as their parents—70m.—9-18-57—4378—(Byrna).

CHICAGO CONFIDENTIAL—MD—Brian Keith, Beverly Garland, Dick Foran—Fast-moving programmer—74m.—8-21-57—4367—Peerless.

CRIME OF PASSION—MD—Barbara Stanwyck, Sterling Hayden—Fine acting lifts crime meller above average program fare—84m.—1-23-57—4278—Goldstein—(B).

DANCE WITH ME HENRY—C—Lou Costello, Bud Abbott—Mediocre Abbott and Costello entry for the duallers—79m.—12-26-56—4270—Goldstein.

DELINQUENTS, THE—MD—Tom Laughlin, Peter Miller—Ineffective treatment of juvenile delinqeuncy theme strives for sensation—71m.—3-6-57—4298—Imperial—(B).

DRANGO—D—Jeff Chandler, John Lupton, Joanne Dru—Absorbing post-Civil War drama—92m.—1-23-57—4279—Earlmar.

ENEMY FROM SPACE—MD—Brian Donlevy, John Longden, Vera Day—Okay science fiction entry—84m.—9-4-57—4375—(Hinds)—England.

FIVE STEPS TO DANGER—MD—Ruth Roman, Sterling Hayden—Interesting meller for the program—80m.—1-23-57—4279—Kesler.

FLIGHT TO HONG KONG—MD—Rory Calhoun, Barbara Rush—For the lower half—10-3-56—4234—Sabre—(B).

FOUR BOYS AND A GUN—MD—Frank Sutton, Tarry Green—Lower half filler—73m.—1-9-57—4275—Security.

FURY AT SUNDOWN—W—John Derek, Carolyn Craig—For the lower half—75m.—4-3-57—4308—Goldstein.

FUZZY PINK NIGHTGOWN, THE—C—Jane Russell, Keenan Wynn, Ralph Meeker—Too much talk, too few laughs—87m.—8-7-57—4363—Russ-Field.

GUN DUEL IN DURANGO—W—George Montgomery, Ann Robinson, Bobby Clark—Okay western—73m.—5-1-57—4319—Peerless.

GUN THE MAN DOWN—W—James Arness, Angie Dickinson—For the lower half—78m.—11-28-56—4258—Morris-McLaglen.

GUNSIGHT RIDGE—W—Joel McCrea, Mark Stevens, Joan Weldon—Good western—85m.—9-4-57—4375—(Libra).

HALLIDAY BRAND, THE—D—Joseph Cotten, Viveca Lindfors, Betsy Blair—Names, Interesting story lifts western above average program fare—77m.—2-6-57—4286—Young.

HIDDEN FEAR—MD—John Payne, Natalie Norwick, Alexander Knox—Lower half entry—83m.—4352—St. Aubrey-Kohn.

HIT AND RUN—MD—Cleo Moore, Hugo Haas—Sordid adult drama Is exploitable program fare—84m.—3-20-57—4303—Haas.

IRON SHERIFF, THE—W—Sterling Hayden, Constance Ford—Interesting western should do well as part of the program—73m.—4-3-57—4308—Grand.

JUNGLE HEAT—MD—Lex Barker, Mari Blanchard, Glenn Langan—For the lower half—75m.—8-21-57—4367—Bel-Air.

KING AND FOUR QUEENS, THE—W—Clark Gable, Eleanor Parker—Western has names to draw but lacks action—86m.—12-26-56—4270—DC—CS—Russ-Field—Gabco—(B).

LADY OF VENGEANCE—MD—Dennis O'Keefe, Ann Sears, Anton Diffring—Mediocre programmer—73m.—8-21-57—4367—Balaban—English—(B).

MAN FROM DEL RIO—W—Anthony Quinn, Katy Jurado—Well conceived western should please wide variety of patrons—82m.—10-17-56—4239—Jacks.

MEN IN WAR—MD—Robert Ryan, Aldo Ray—Well-made war film—104m.—2-6-57—4287—Security.

MONSTER THAT CHALLENGED THE WORLD, THE—MD—Tim Holt, Audrey Dalton—83m.——4335—(Gramercy).

MONKEY ON MY BACK—D—Cameron Mitchell, Dianne Foster—Powerful Barney Ross bio-film is highly exploitable—93m.—5-29-57—4334—(Small)—(B).

MONTE CARLO STORY, THE—C—Marlene Dietrich, Vittorio DeSica—Colorful comedy, but slow in spots—99m.—6-26-57—4343—TC—TE—(Titanus)—European made.

MY GUN IS QUICK—MD—Robert Bray, Whitney Blake, Pat Donahue—Mickey Spillane who-done-it for duallers—88m.—8-21-57—4368—Saville—(B).

OUTLAW'S SON—W—Dane Clark, Ben Cooper, Lori Nelson—Fair western—89m.—4352—Bel-Air.

PEACEMAKER, THE—W—James Mitchell, Rosemarie Bowe—Religious western for duallers, small towns—81m.—11-14-56—4251—Makelim.

PHARAOH'S CURSE—MD—Mark Dana, Ziva Rodann—Lower half entry—66m.—2-20-57—4292—Bel-Air.

PRIDE AND THE PASSION, THE—MD—Cary Grant, Sophia Loren, Frank Sinatra—High rating entertainment—131m.—4353—TC—VV—Kramer—(B).

REVOLT AT FORT LARAMIE—D—John Dehner, Gregg Palmer—Good programmer holds interest despite lack of name values—73m.—3-20-57—4303—DC—Bel-Air.

RIDE BACK, THE—W—Anthony Quinn, William Conrad, Lita Milan—Well-made and different western should please discriminating filmgoers—79m.—5-1-57—4319—Aldrich.

RUNNING TARGET—MD—Doris Dowling, Arthur Franz—For the lower half—83m.—11-28-56 4259—DC—Canyon.

SAINT JOAN—D—Richard Widmark, Richard Todd, Jean Seberg—Excellent production of Shaw drama needs selling—110m.—5-15-57—4328—Preminger.

SATCHMO THE GREAT—DOC—Louis Armstrong—Highly entertaining and different—63m.—9-18-57—4378—(CBS-Television).

SHARKFIGHTERS, THE—D—Victor Mature, Karen Steele—Okay programmer holds Interest—73m.—10-31-56—4244—TC—CS—Goldwyn, Jr.

SPRING REUNION—D—Dana Andrews, Betty Hutton, Jean Hagen—Moderate programmer has good name values—79m.—4-3-57—4308—Bryna.

STREET OF SINNERS—MD—George Montgomery, Geraldine Brooks—Okay lower half entry—76m.—9-4-57—4375—(Security)—(B).

SWEET SMELL OF SUCCESS—D—Burt Lancaster, Tony Curtis, Susan Harrison—Unpleasant drama has good name values—96m.—4343—(Hecht-Hill-Lancaster)—(B).

TIME LIMIT—D—Richard Widmark, Richard Basehart, Dolores Michaels—Taut drama packs emotional wallop—96m.—9-18-57—4378—(Heath).

TOMAHAWK TRAIL—OD—Chuck Connors, Susan Cummings—Lower half filler—60m.—12-26-56—4270—Bel-Air.

TROOPER HOOK—W—Joel McCrea, Barbara Stanwyck—Good outdoor action yarn for the program—81m.—6-26-57—4343—(Fielding).

12 ANGRY MEN—D—Henry Fonda, Lee J. Cobb, Ed Begley—High rating drama—95m.—3-6-57—4298—Orion-Nova.

VALERIE—MD—Sterling Hayden, Anita Ekberg, Anthony Steel—Okay programmer—84m.—7-24-57—4358—Makelim (B).

VAMPIRE, THE—MD—John Beal, Colleen Gray—Horror entry for lower half—74m.—6-26-57—4344—(Gramercy).

VOODOO ISLAND—MD—Boris Karloff, Beverly Tyler—Lower half horror entry—76m.—2-20-57—4292—Bel-Air.

WAR DRUMS—W—Lex Barker, Joan Taylor, Ben Johnson—Okay programmer—75m.—4-3-57—4308—DC—Bel-Air.

WILD PARTY, THE—D—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry for art specialty and exploitation houses—81m.—12-12-56—4263—Security—(B).

### TO BE REVIEWED

BABY FACE NELSON—Mickey Rooney, Carolyn Jones, Sir Cedric Harwick—(Zimbalist).

BIG COUNTRY, THE—Gregory Peck, Jean Simmons, Carrol Baker—(TC-TE)—(Worldwide).

DALTON GIRLS—Penny Edwards, Merry Anders (Bel-Air).

FORT BOWIE—Ben Johnson, Jan Harrison, Kent Taylor—(Bel-Air).

GIRL IN THE BLACK STOCKINGS, THE—Lex Barker, Anne Bancroft, Mamie Van Doren—(Bel-Air)—Leg.: B.

GOD'S LITTLE ACRE—Robert Ryan, Aldo Ray, Tina Louise—(Harmon).

GUN FEVER—Mark Stevens, Jana Davi—(Jackson-Weston).

HELL BOUND—John Russell, June Blair—(Bel-Air).

ISLAND WOMEN—Marie Windsor, Vince Edwards—(Made in B.W.I.)—(Security).

I BURY THE LIVING—Richard Boone, Theodore Bikel, Peggy Maurer—(Maxim).

LEGEND OF THE LOST—John Wayne, Sophia Loren—(Technirama)—(Bat-Jac).

MAN ON THE PROWL—Mala Powers, James Best—(Jana-Lesser).

MUSTANG—Jack Beutel, Madalyn Trahey—(Arnell).

PARIS HOLIDAY—Bob Hope, Fernandel, Anita Eckberg—(Technirama)—(Eastman Color)—(Made in France)—(Tolda).

PATHS OF GLORY—Kirk Douglas, Ralph Meeker, Adolphe Menjou—(Bryna).

PISTOLERO—Jack Palance—(Philip Waxman).

QUIET AMERICAN, THE—Audie Murphy, Michael Redgrave, Georgia Moll—(Figaro)—(Made in Viet-Nam).

RIDE OUT FOR REVENGE—Rory Calhoun, Gloria Grahame, Lloyd Bridges—(Bryna).

SAVAGE PRINCESS—(Indian-made)—(Print by Technicolor)—(Mehboob).

TIGER BY THE TAIL—Larry Parks, Constance Smith—(Canyon).

TIME IS A MEMORY—Victor Mature, Lili Hwa—(Batjac).

VIKINGS, THE—Kirk Douglas, Tony Curtis, Ernest Borgnine, Janet Leigh—TC—VV—(Bryna).

WINK OF AN EYE—Jonathan Kidd, Doris Dowling, Barbara Turner—(Ivar).

WITNESS FOR THE PROSECUTION—Tyrone Power, Marlene Dietrich, Charles Laughton—(Small).

## Universal-International

BATTLE HYMN (5712)—D—Rock Hudson, Dan Duryea, Martha Hyer—Well-made entry should have wide appeal—108m.—12-26-56—4270—TC—CS.

BRAVE ONE, THE (706)—D—Michel Ray—Highly attractive entry of a boy and his unusual pet—100m.—10-3-56—4231—TC—CS—RKO.

BUNDLE OF JOY (710)—C—Eddie Fisher, Debbie Reynolds, Adolphe Menjou—Pleasant entertainment for all—98m.—12-12-56—4262—TC—RKO.

CURUCU, BEAST OF THE AMAZON (5703)—MD—John Bromfield, Beverly Garland, Tom Payne—Exploitation programmer—76m.—11-14-56—4251—EC—(B).

DEADLY MANTIS, THE (5719)—MD—Craig Stevens, William Hopper, Alix Talton—Fair lower half offering—78m.—4-3-57—4309.

DEATH OF A SCOUNDREL (707)—D—George Sanders, Yvonne DeCarlo, Victor Jory—Interesting drama has names and exploitable story values—119m.—11-14-56—4250—RKO.

DOCTOR AT LARGE—C—Dirk Bogarde, Muriel Pavlow, Donald Sinden—Highly humorous import—98m.—6-26-57—4344—EC—VV—English.

ESCAPADE IN JAPAN—D—Teresa Wright, Cameron Mitchell—Entertaining tale of youngsters in Japan—92m.—9-18-57—4379—TC-TE—(RKO).

EVERYTHING BUT THE TRUTH (5704)—C—Maureen O'Hara, John Forsythe, Tim Hovey—Pleasant family divertisement—83m.—11-14-56—4251—EC.

FOUR GIRLS IN TOWN (5706)—C—George Nader, Julie Adams, Marianne Cook—Interesting programmer—85m.—12-12-56—4263—CS—TC—(B).

GIRL IN THE KREMLIN, THE (5718)—MD—Lex Barker, Zsa Zsa Gabor, Jeffrey Stone—Exploitation programmer has angles—81m.—5-1-57—4319—(B).

GREAT MAN, THE (5708)—D—Jose Ferrer, Dean Jagger, Julie London—Highly Interesting drama—92m.—11-28-56—4259.

GUN FOR A COWARD (5711)—W—Fred MacMurray, Jeffrey Hunter, Janice Rule—Satisfactory western should please outdoor fans—88m.—12-26-56—4271—EC—CS.

INCREDIBLE SHRINKING MAN, THE (5715)—MD—Grant Williams, Randy Stuart, April Kent—Highly impressive science fiction entry—81m.—2-6-57—4287.

INTERLUDE (5728)—D—June Allyson, Rossano Brazzi—Powerful romance should appeal to femme trade—89m.—6-26-57—4344—TC—CS.

ISTANBUL (5709)—MD—Errol Flynn, Cornell Borchers, John Bentley—Okay programmer has Flynn name to help—84m.—1-23-57—4279—TC—CS.

JOE BUTTERFLY (5723)—C—Audie Murphy, George Nader, Keenan Wynn, Kieke Shima—Highly amusing entry of G.I. occupation of Japan—90m.—5-1-57—4320—TC—CS.

JOE DAKOTA (5730)—W—Jock Mahoney, Luana Patten, Charles McGraw—Good off-beat western for the program—79m.—6-26-57—4344—EC.

KELLY AND ME (5714)—D—Van Johnson, Piper Laurie, Martha Hyer—Okay program entry—86m.—1-23-57—4279—TC—CS.

KETTLES ON OLD MAC DONALD'S FARM, THE (5721)—C—Marjorie Main, Parker Fennelly, Gloria Talbott—The Kettles are back for them that wants 'em—82m.—4353.

LAND UNKNOWN, THE (5727)—MD—Jock Mahoney, Shawn Smith—Good science fiction entry—78m.—4353—CS.

MAN AFRAID (5720)—MD—George Nader, Phyllis Thaxter, Tim Hovey—Good programmer—84m.—4-17-57—4314—CS.

MAN OF A THOUSAND FACES—5733—D—James Cagney, Dorothy Malone, Jane Greer—Well-made and highly interesting—122m.—7-24-57—4358—CS—(B).

MAN IN THE VAULT (709)—MD—William Campbell, Karen Sharpe, Anita Ekberg—For the duallers—73m.—12-26-56—4267—RKO.

MIDNIGHT STORY, THE (5726)—MD—Tony Curtis, Marisa Pavan, Gilbert Roland—Interesting, well made melodrama—89m.—6-26-57—4344.

MISTER CORY (5713)—D—Tony Curtis, Martha Hyer, Charles Bickford—Well-made, attractive drama—92m.—1-23-57—4280—EC—CS—(B).

MOLE PEOPLE, THE (5702)—MD—John Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—11-14-56—4252.

MY MAN GODFREY—C—June Allyson, David Niven, Martha Hyer—Highly amusing entry—92m.—9-4-57—4375—EC—CS.

NIGHT PASSAGE (5725)—MD—James Stewart, Audie Murphy, Dianne Foster—Entertaining outdoor action entry—90m.—6-26-57—4344—TC—Technirama.

NIGHT RUNNER, THE (5710)—MD—Ray Danton, Colleen Miller, Merry Anders—Psychological drama for lower half—79m.—1-23-57—4280.

PUBLIC PIGEON No. 1 (708)—C—Red Skelton, Vivian Blaine, Janet Blair—Amusing Red Skelton entry—79m.—5-1-57—4320—TC—RKO.

QUANTEZ—(5734)—W—Fred MacMurray, Dorothy Malone, James Barton—Western has names to help—80m.—9-4-57—4375—EC—CS.

ROCK, PRETTY BABY (5707)—MU—Sal Mineo, John Saxon, Luana Patten—Juveniles should be real "gone" on this one—89m.—11-28-56—4259—(B).

RUN OF THE ARROW (5729)—D—Rod Steiger, Sarita Montiel, Brian Keith—Good offbeat Indian and Cavalry yarn—6-12-57—4338—TC—RKO.

SLAUGHTER ON TENTH AVENUE—MD—Richard Egan, Jan Sterling, Dan Duryea—Good meller—103m.—9-18-57—4379.

TAMMY AND THE BACHELOR (5724)—C—Debbie Reynolds, Leslie Nielsen Walter Brennan—89m.—5-29-57—4335—TC—CS.

TARANTULA (5605)—MD—John Agar, Mara Corday, Leo G. Carroll—Good horror exploitation item—80m.—11-16-56—4063.

TATTERED DRESS, THE (5716)—D—Jeff Chandler, Jeanne Crain, Jack Carson—Highly Interesting entry—93m.—3-6-57—4298—CS.

TENSION AT TABLE ROCK (7041)—MD—Richard Egan, Dorothy Malone, Cameron Mitchell—Tense outdoor drama should have wide appeal—93m.—10-3-56—4231—TC—RKO.

THAT NIGHT—5731—D—John Beal, Augusta Dabney, Shepperd Strudwick—Heart attack made interesting—88m.—8-7-57—4363—RKO.

UNHOLY WIFE, THE—(5735)—D—Diana Dors, Rod Steiger, Tom Tryon—Program drama—94m.—9-4-57—4376—TC—RKO.

WRITTEN ON THE WIND (5705)—D—Rock Hudson, Lauren Bacall, Robert Stack—Entry for adults has lots of selling angles—99m.—10-3-56—4234—TC.

YOUNG STRANGER, THE (711)—D—James MacArthur, Kim Hunter, James Daly—Interesting, well-made entry—84m.—2-20-57—4292—RKO.

### TO BE REVIEWED

ALL MINE TO GIVE—Cameron Mitchell, Glynis Johns—EC—RKO.

BIG BEAT, THE—William Reynolds, Andra Martin, Jeffrey Stone—Color.

DAMN CITIZEN!—Keith Andes, Margaret Hayes, Gene Evans.

FEMALE ANIMAL, THE—Hedy Lamarr, Jane Powell, George Nader—CS.

FLOOD TIDE, THE—George Nader, Cornell Bouchers—CS.

GIRL MOST LIKELY, THE—Jane Powell, Kaye Ballard, Tommy Noonan—RKO.

HEMP BROWN—Rory Calhoun, Beverly Garland—Color—CS.

I MARRIED A WOMAN—George Gobel, Diana Dors, Jessie Royce Landis—RKO.

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—TC—RKO—(B).

LADY TAKES A FLYER—Lana Turner, Jeff Chandler—Color—CS.

LOVE SLAVES OF THE AMAZONS—Don Taylor, Giana Sigale, Eduardo Ciannelli—Color.

MAGNIFICENT BRAT, THE—Dan Duryea, Jan Sterling, Patty McCormack—Color—CS.

MIDDLE OF THE STREET—Audie Murphy, Gia Scala, Joanna Moore—C-CS.

MONOLITH MONSTERS, THE—Grant Williams, Lola Albright.

NO POWER ON EARTH—Richard Egan, Julie London—CS.

ONCE UPON A HORSE—Don Rowan, Dick Martin, Martha Hyer—Color—CS.

PYLON—Rock Hudson, Robert Stack, Dorothy Malone—CS.

RAW WIND IN EDEN—Esther Williams, Jeff Chandler, Rosana Podesta—Color—CS.

SEEDS OF WRATH—Jeff Chandler, Orson Welles, Colleen Miller—CS.

SLIM CARTER—Jack Mahoney, Julie Adams, Tim Hovey—Color.

STAGE STRUCK—Susan Strasberg, Henry Fonda, Joan Greenwood—Color—RKO.

SUMMER LOVE—John Saxon, Judy Meredith, Jill St. John.

TAKE MY HAND—Teresa Wright, Cameron Mitchell—Color—RKO.

TEACH ME HOW TO CRY—John Saxon, Sandra Dee, Teresa Wright—CS.

THIS IS RUSSIA—Documentary produced by Sid Feder and Carey Wilson—Color.

TOUCH OF EVIL—Charlton Heston, Orson Welles, Janet Leigh.

VIOLATORS, THE—Arthur O'Connell—RKO.

WESTERN STORY, THE—Jock Mahoney, Gilbert Roland, Linda Cristal—Color—CS.

## Warner Bros.

BABY DOLL (607)—D—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama Is best for sophisticated metropolitan spots—114m.—12-12-56—4263—(C).

BAND OF ANGELS—621—MD—Clark Gable, Yvonne De Carlo, Sidney Poitier—Gable entry has all the angles—127m.—7-24-57—4358—WC—(B).

BIG LAND, THE (610)—W—Alan Ladd, Virginia Mayo, Edmond O'Brien—Ladd hits the trail again in colorful outdoor show—93m.—2-6-57—4287—WC.

BLACK PATCH (702)—W—George Montgomery, Diane Brewster—Good off-beat western—83m.—9-18-57—4379.

BRIGHT LEAF (633)—D—Gary Cooper, Lauren Bacall, Jack Carson—Names will help reissue—110m.—5-15-57—4329.

COUNTERFEIT PLAN, THE (612)—MD—Zachary Scott, Peggie Castle—Slow moving English meller for the lower half—79m.—4-3-57—4309—England.

CURSE OF FRANKENSTEIN, THE (620)—MD—Peter Cushing, Christopher Lee, Hazel Court—Gruesome horror item—83m.—6-26-57—4345—Color—English—(B).

D.I., THE (617)—D—Jack Webb, Don Dubbins, Jackie Loughery—Forceful and timely story of U. S. Marine recruiting—106m.—6-12-57—4338.

DEEP ADVENTURE (4912)—NOV—Ross Allen, Dottie Lee Phillips—Colorful addition to any program—46m.—4353—WC—(B).

EAST OF EDEN (414)—D—James Dean, Julie Harris, Raymond Massey—Dean name will help this high rating drama—115m.—4-3-57—4309—WC—CS—RE.

FACE IN THE CROWD, A (616)—D—Andy Griffith, Patricia Neal, Anthony Franciosa—Impressive, compelling drama for adults—125m.—6-12-57—4339—(B).

GIANT (606)—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—10-17-56—4239—WC.

GIRL HE LEFT BEHIND, THE (605)—C—Tab Hunter, Natalie Wood—Highly amusing entry—103m.—11-14-56—4252—(B).

JAMES DEAN STORY, THE—623—NOV—James Dean—Novelty for lower half depends on Dean addicts for draw—82m.—8-7-57—4363.

JIM THORPE—ALL-AMERICAN (631)—D—Burt Lancaster, Charles Bickford, Steve Cochran—Names should land reissue in the better money—107m.—5-15-57—4329.

JOHNNY TROUBLE (703)—D—Ethel Barrymore, Cecil Kellaway, Stuart Whitman—Unassuming drama should appeal in smaller towns, family situations—80m.—9-18-57—4379.

PARIS DOES STRANGE THINGS (611)—C—Ingrid Bergman, Mel Ferrer, Jean Marais—Bergman name will barely carry this import—86m.—3-6-57—4299—TC—France—(B).

PAJAMA GAME, THE (701)—MU—Doris Day, John Raitt, Carol Haney—Bright, highly entertaining musical—101m.—8-7-57—4363—WC—(B).

PRINCE AND THE SHOWGIRL, THE (618)—C—Marilyn Monroe, Laurence Olivier—117m.—5-29-57—4335—TC—(B).

REBEL WITHOUT A CAUSE (504)—D—James Dean, Natalie Wood—Dean name should still keep this In the better money—111m.—4-3-57—4309—WC—CS.

RISING OF THE MOON, THE—(622)—D—Cyril Cusack, Noel Purcell, Jack MacGowaran—Charming film of Ireland and its people—81m.—4353—Filmed in Ireland.

SHOOT-OUT AT MEDICINE BEND (615)—W—Randolph Scott, James Craig, Angie Dickinson Okay Randolph Scott programmer—87m.—4-17-57—4315.

SPIRIT OF ST. LOUIS, THE (614)—D—James Stewart, Patricia Smith, Murray Hamilton—High rating dramatic entertainment—138m.—3-6-57—WC—CS.

STRANGERS ON A TRAIN (635)—MD—Farley Granger, Ruth Roman, Robert Walker—Reissue of top flight Hitchcock meller—101m.—5-15-57—4329.

TOP SECRET AFFAIR (609)—C—Susan Hawyard, Kirk Douglas, Paul Stewart—Highly amusing comedy—100m.—1-23-57—4280—(B).

TOWARD THE UNKNOWN (604)—D—William Holden, Lloyd Nolan, Virginia Leith—Well-made timely offering should register strongly at boxoffice—115m.—10-3-56—4234—WC.

UNTAMED YOUTH (613)—MD—Mamie Van Doren, Lori Nelson, John Russell—Highly exploitable rock 'n' roll meller should have youth appeal—80m.—4-3-57—4309—(B).

WEST POINT STORY, THE (634)—C—James Cagney, Virginia Mayo, Doris Day—Reissue should prove pleasing entertainment—107m.—5-15-57—4329.

WINNING TEAM, THE (632)—D—Doris Day, Ronald Reagan, Frank Lovejoy—Name values should help reissue of baseball show—98m.—5-15-57—4329.

WOMAN IN A DRESSING GOWN—D—Yvonne Mitchell, Anthony Quayle—Off-beat drama for art and some regulation houses—93m.—9-18-57—4379—English.

WRONG MAN, THE (608)—D—Henry Fonda, Vera Miles—Highly interesting drama—105m.—1-9-57—4275.

X, THE UNKNOWN (619)—MD—Dean Jagger, Edward Chapman—Okay science fiction entry for lower half—80m.—6-26-57—4345—English.

YOUNG MAN WITH A HORN (636)—D—Kirk Douglas, Lauren Bacall, Doris Day—Reissue has plenty of angles—112m.—5-15-57—4329.

### TO BE REVIEWED

BLACK SCORPION—Richard Denning, Mara Corday.

BLONDE AND DANGEROUS—Susan Oliver, Linda Reynolds, Carla Merey.

CHASE A CROOKED SHADOW—Richard Todd, Anne Baxter, Herbert Lom—English.

DARBY'S RANGERS—Etchika Choureau. James Garner, Jack Warden—WC.

DEEP SIX, THE—Alan Ladd, Dianne Foster, William Bendix.

FIFTEEN BULLETS FROM FORT DOBB—Clint Walker. Virginia Mayo.

GREEN EYES—Susan Oliver, Linda Reynolds, Carla Merey.

HELEN MORGAN STORY, THE—Ann Blyth, Paul Newman, Richard Carlson—CS.

JAMBOREE—Count Basie and Orchestra, Fats Domino.

LEFT HANDED GUN, THE—Paul Newman, Lita Milan.

MARJORIE MORNINGSTAR—Gene Kelly, Natalie Wood, Claire Trevor—C.

MISGUIDED—George Baker, Frankie Vaughan, Carole Lesley.

NO SLEEP TILL DAWN—Karl Malden, Natalie Wood—WC—CS.

NO TIME FOR SERGEANTS—Andy Griffith, Myron McCormick, Nick Adams.

OLD MAN AND THE SEA, THE—Spencer Tracy—WC—CS.

SAYONARA—Marlon Brando, Red Buttons, Patricia Owens—TE.

STAKEOUT ON DOPE STREET—Yale Wexler, Jonathan Haze, Abby Dalton.

STORY OF MANKIND, THE—Ronald Colman, Hedy LaMarr, Charles Coburn.

WITH YOU IN MY ARMS—Tab Hunter, Etchrika Choureau, J. Carroll Naish.

## English Films

(Distributors' addresses will be furnished on request)

WEE GEORDIE—C—Bill Travers, Alastair Sim, Norah Gorsen—Highly amusing entry—93m.—1-23-57—4280—Times.

## Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELS OF DARKNESS—D—Linda Darnell, Anthony Quinn, Valentina Cortesa—Exploitation item—84m.—1-23-57—4281—Italy—Dubbed in English—Exelsior.

DOCTORS, THE—D—Raymond Pellegrin—Good entry for art spots—92m.—10-31-56—4244—France—Titles—Union-Kingsley Int.—(B).

DON GIOVANNI—MU—Filmed grand opera for art spots—153m.—2-20-57—4293—EC—Austria—Festival.

FRENCH CAN CAN—MU—Jean Gabin—Interesting Import—93m.—10-31-56—4244—TC—France—Titles—UMPO.

INSIDE A GIRLS' DORMITORY—C—Jean Marais, Francolse Arnoul—Amusing French who-done-it—100m.—11-14-56—4252—France—Titles—Ellis.

IT HAPPENED IN THE PARK—D—Anna Maria Ferrero, Francois Perier, Vittorio De Sica—Entertaining import for art spots—81m.—10-2-57—French-Italian—Titles—Ellis.

LA SORCIERE—D—Marina Vlady—Okay art house entry—97m.—1-23-57—4281—France—Titles—Ellis.

LOST CONTINENT, THE—DOC—Directed and produced by Leonardo Bonzi—Interesting documentary—69m.—4-3-57—4310—Color—CS—Italy—Lopert.

LOVER'S NET—D—Francoise Arnoul, Daniel Gelin—Interesting drama for art houses—110m.—10-2-57—France—Titles—Times.

MARCELINO — D — Pablito Calvo — Interesting, charming import—90m.—10-31-56—4245—Spain—Titles—UMPO.

NANA—D—Martine Carol, Charles Boyer—Lavish French drama Is tasteless stuff—122m.—4355—EC—France—Titles—Times—(C).

OBERSTEIGHER DER (THE FOREMAN)—C—Cute entry for foreign language and art spots—98m.—12-26-56—4271—Austria—Titles—Casino.

PANTALOONS—C—Fernandel—Amusing import with Fernandel—93m.—2-20-57—4293—TC—France—Titles—UMPO—(B).

ROYAL AFFAIRS IN VERSAILLES—D—Sacha Guitry, Claudette Colbert—Lengthy tale of French nobility for art spots—152m.—5-1-57—4320—EC—France—Titles—Times—(B).

STELLA—D—Fair Greek offering for art and specialty spots—93m.—6-12-57—4339—(Greek-made; English titles)—(Burstyn)—(C).

TEL AVIV TAXI—C—Israeli cast—Fair comedy—70m.—2-20-57—4293—Israel—English dialogue—Principal.

TEMPEST IN THE FLESH—D—Francoise Arnoul, Raymond Pellegrin—Highly effective adult import for the art spots—92m.—2-20-57—4294—France—Titles—Pacemaker.

THREE FEET IN A BED—C—Fernandel—Moderately amusing farce—78m.—9-18-57—4379—France—Titles—Janus—(B).

TWO LOVES HAD I—MU—Gabriele Ferzatti, Marta Toren, Nadia Gray—Good entry for art spots—98m.—12-26-56—4271—Italy—English dialogue—TC—Jacon.

VITELLONI—D—Franco Fabrizi, Leonora Ruffo—Interesting import—103m.—12-12-56—4263 Italy—Titles—API—(B).

WE ARE ALL MURDERERS—D—Marcel Mouloudji—Superior drama for art and specialty spots—113m.—10-2-57—France—Titles—Kingsley-Int.

WHITE SHEIK, THE—C—Alberto Sordi, Brunella Bovo—Highly amusing import—86m.—4-3-57—4310—Italy—Titles—Janus—(B).

## Miscellaneous

(Distributors' addresses will be furnished on request)

ALBERT SCHWEITZER—BIOD—Produced and directed by Jerome Hill—Attractive biographical drama for art sports—80m.—3-20-57—4303—EC—(deRochemont).

ARMORED ATTACK (THE NORTH STAR)—MD—Anne Baxter, Dana Andrews—Reissue is gripping war tale—105m.—9-18-57—4380—(NTA)—RE.

BAGDAD AFTER MIDNIGHT—BUR—For exploitation, burlesque spots—60m.—10-31-56—4245—(Sonney).

BATTLE STRIPE (THE MEN)—D—Marlon Brando, Teresa Wright—Reissue of outstanding story of wounded war vets—85m.—9-18-57—4380—(NTA)—RE.

BIG FUN CARNIVAL, THE—NOV—Marian Stafford, Jared Reed, the Bunin Puppets—Novelty should please youngsters at special showings—90m.—1-23-57—4281—(APA).

CARTOUCHE—MD—Richard Basehart, Patricia Roc—Lower half filler—73m.—9-4-57—4375—(RKO).

CURFEW BREAKERS—MD—Paul Kelly, Cathy Downs, Regis Toomey—Mild, Inept expose of drug traffic among high school teenagers—70m.—4-3-57—4310—(Screen Guild).

DANCE HALL RACKET—MD—Produced by George Weiss; directed by Phil Tucker—For the lower half of Indiscriminating expolitations spots—62m.—10-3-46—4235—(Weiss).

DAUGHTER OF HORROR (Dementia)—MD—Adrienne Barret—Exploitation entry Is only suited for particular situations—60m.—2-20-57—4294—(E.P.I.).

FLAMING TEEN-AGE, THE—MD—Noel Reyburn, Ethel Barrett—Amateurish "fast buck" attempt—55m.—5-15-57—4329—(Truman Ent.).

FRONTIER WOMAN—W—Cindy Carson, Lance Fuuller, Ann Kelly—Indian thriller okay for duallers—80m.—1-9-57—4275—EC—Vistarama—(Top).

IS YOUR HONEYMOON REALLY NECESSARY—C—Diana Dors—Pleasing bedroom farce—70m.—10-31-56—4244—English—(Brenner).

LOVE ME MADLY—C—Marilyn Waltz, Lynn Craig—"Fast buck" compilation—60m.—12-26-56—4271—Part Color—(McCarthy).

NAKED EYE, THE—DOC—Written, directed and produced by Louis Clyde Stoumen—Entry on photography for the art and specialty spots—71m.—5-1-57—4320—Part Color—(Film Rep.).

NOAH'S ARK—D—Dolores Costello, George O'Brien, Noah Beery—Museum piece has exploitation possibilities—72m.—7-24—57—4359—(Associated Artists-Dominent)—RE.

OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—10-19-56—4051—EC—Todd-AO—(B)—(Magna).

OEDIPUS REX—D—Players of the Stratford, Ontario, Shakespearean Festival—Strictly for the specialty spots and situations catering to the school trade, drama troups, etc.—88m.—1-23-57—4281—EC—(MPD).

ON THE BOWERY—DOC—Produced by Lionel Rogosin—Off-beat and Interesting documentary for specialty spots—65m.—4-17-57—4315—(Rogosin).

ROCK BABY, ROCK IT—MU—Johnny Carroll, Don Coats, Kay Wheeler—Mediocre "beat" film—67m.—5-15-57—4329—(Freebar Dis't).

ROCKIN' THE BLUES—MU—Mantan Moreland, Flourney Miller, Hal Jackson—All Negro rock 'n' roll opus should click in some spots—66m.—4-3-57—4310—(Jewel).

THEY WHO DARE—MD—Dirk Bogarde, Akim Tamiroff—Interesting war entry—101m.—1-25-57—4092—TC—(Famous).

THRILLARAMA—NOV—Albert Reynolds' wide screen novelty has technical problems, but can be played at many situations as a change of pace—90m.—3-6-57—4299—EC—(Thrillarama).

UNTAMED MISTRESS—NOV—Lower half exploitation subject—70m.—10-31-56—4245—Color—(Armond).

VIOLENT YEARS, THE—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—10-17-56—4239—(Phoenix).

WALK INTO HELL—MD—Chips Rafferty—Excellent film of type is best for art, specialty houses—93m.—9-18-57—4380—EC—New Guinea—(Patric).

WALK THE DARK STREET—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—10-31-56—4245—(Dominant).

WETBACKS—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—10-31-56—4246—Color—(Gibraltar).

WHITE SLAVERY—DOC—Photographed by Michael Steel—Has exploitation possibilities—56m.—7-24-57—4359—(Eden).

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# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1955-56 shorts product will be found on pages 4321, and 4322 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR.—Ed.)

## Buena Vista

### TECHNICOLOR FEATURETTE

| | | | | |
|---|---|---|---|---|
| | (............) | Cow Dog | E | 22m. 4246 |
| | (............) | Wet Back Island | E | 18m. 4331 |

### PEOPLES AND PLACES

(CinemaScope; Technicolor)

| | | | | |
|---|---|---|---|---|
| | (............) | Disneyland | E | 42m. 4271 |

### WALT DISNEY CARTOONS

| | | | | |
|---|---|---|---|---|
| | (............) | A Cowboy Needs A Horse | E | 8m. 4247 |

### WALT DISNEY CLASSIC CARTOON REISSUES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 74101 | (Aug. 3) | The Hockey Champ | E | 7m. 4208 |
| 74102 | (Aug. 24) | Pluto At The Zoo | G | 8m. 4211 |
| 74103 | (Sept. 14) | Donald's Tire Trouble | E | 7m. 4247 |
| 74104 | (Oct. 5) | The Purloined Pup | G | 7m. 4247 |
| 74105 | (Oct. 26) | Bill Posters | G | 8m. 4252 |
| 74106 | (Nov. 16) | Pluto's Playmate | E | 8m. 4256 |
| 74107 | (Dec. 7) | Donald's Snow Fight | G | 7m. 4283 |
| 74108 | (Dec. 28) | Society Dog Show | E | 7m. 4283 |
| 74108 | (Jan. 18) | Donald's Gold Mine | G | 7m. 4283 |
| 74110 | (Feb. 8) | T-Bone For Two | G | 7m. 4283 |
| 74111 | (Mar. 1) | Dumbell Of The Yukon | G | 7m. 4294 |
| 74112 | (Mar. 22) | Bone Trouble | E | 9m. 4294 |
| 74113 | (............) | Window Cleaners | G | 8½m. 4295 |

## Columbia

### TWO REEL COMEDIES

### ALL-STAR

| | | | | |
|---|---|---|---|---|
| 1475 | (Nov. 22) | Pardon My Nightshirt (Clyde) | F | 16m. 4283 |

### ASSORTED FAVORITE REPRINTS (6)

| | | | | |
|---|---|---|---|---|
| 1421 | (Sept. 20) | Clunked In The Clink (Vague) | F | 16m. 4246 |
| 1422 | (Oct. 18) | When The Wife's Away (Hugh Herbert) | F | 17m. 4246 |
| 1423 | (Dec. 12) | She Took A Powder (Vague) | G | 16m. 4294 |
| 1424 | (Jan. 3) | Nervous Shakedown (Herbert) | F | 15½m. 4294 |
| 1425 | (Feb. 7) | A Miss In A Mess (Vague) | F | 15½m. 4303 |
| 1426 | (Apr. 4) | Hot Heir (Hugh Herbert) | F | 18m. 4335 |

### COMEDY FAVORITES RE-RELEASES

| | | | | |
|---|---|---|---|---|
| 1431 | (Oct. 11) | Scooper Dooper (Sterling Holloway) | F | 18m. 4246 |
| 1432 | (Nov. 15) | Jiggers My Wife (Shemp Howard) | F | 18m. 4294 |
| 1433 | (Dec. 20) | The Sheepish Wolf (VonZell) | F | 17½m. 4294 |
| 1434 | (Jan. 24) | Where The Pest Begins (Shemp Howard) | B | 17m. 4294 |
| 1435 | (Mar. 7) | Stage Frights (Collins and Kennedy) | F | 19m. 4335 |
| 1436 | (June 6) | Mr. Wright Goes Wrong (Sterling Holloway) | F | 19m. 4368 |

### CINEMASCOPE MUSICAL TRAVELARKS

(Technicolor)

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|---|---|---|---|---|
| 1441 | (Feb. 14) | Wonders of New Orleans | G | 19m. 4275 |
| 1442 | (Apr. 18) | Wonders of Washington | E | 20m. 4310 |
| 1443 | (June 27) | Arrivederci Roma | G | 20m. 4376 |

### SERIALS

| | | | | |
|---|---|---|---|---|
| 1120 | (Nov. ) | Hop Harrigan (Reissue) | G | 15ep. 4272 |
| 1140 | (Mar. ) | Congo Bill (Reissue) | G | 15ep. 4311 |
| 1160 | (June 13) | The Green Goddess (Reissue) | F | 15ep. 4347 |

### THE THREE STOOGES (8)

| | | | | |
|---|---|---|---|---|
| 1401 | (Sept. 6) | Hot Stuff | F | 16m. 4246 |
| 1402 | (Oct. 4) | Scheming Schemers | F | 16m. 4259 |
| 1403 | (Nov. 8) | Commotion On The Ocean | F | 16m. 4275 |
| 1404 | (Jan. 17) | Hoofs and Goofs | B | 15½m. 4281 |
| 1405 | (Feb. 28) | Muscle Up A Little Closer | F | 17m. 4294 |
| 1406 | (Mar. 28) | A Merry Mix-Up | F | 16m. 4310 |
| 1407 | (Apr. 18) | Space Ship Sappy | G | 16m. 4345 |
| 1408 | (June 13) | Guns A Poppin' | F | 16½m. 4380 |

One Reel

### CANDID MICROPHONES

(Reissue)

| | | | | |
|---|---|---|---|---|
| 1551 | (Sept. 20) | Series 3, No. 3 | G | 10½m. 4256 |
| 1552 | (Dec. 6) | Series 3, No. 4 | F | 11m. 4295 |
| 1553 | (Jan. 3) | Series 3, No. 5 | G | 10m. 4295 |
| 1554 | (Mar. 7) | Series 3, No. 6 | F | 10m. 4339 |
| 1555 | (.......) | Series 4 No. 1 | F | 9m. 4369 |
| 1556 | (.......) | Series 4 No. 2 | F | 11m. 4369 |

### CAVALCADE OF BROADWAY

(Reissue)

| | | | | |
|---|---|---|---|---|
| 1951 | (Sept. 6) | Cafe Society | G | 11m. 4256 |
| 1952 | (Nov. 8) | Blue Angel | G | 10½m. 4295 |
| 1953 | (Dec. 21) | Village Born | G | 9m. 4295 |
| 1954 | (Feb. 21) | Leon And Eddie's | G | 11m. 4315 |
| 1955 | (Apr. 11) | The Versailles | G | 10m. 4335 |
| 1956 | (June 13) | The China Doll | G | 10m. 4369 |

### COLOR FAVORITES CARTOONS

(Technicolor)

(Reissue)

| | | | | |
|---|---|---|---|---|
| 1601 | (Sept. 6) | Leave Us Chase It | F | 6½m. 4247 |
| 1602 | (Oct. 4) | Topsy Turkey | F | 6½m. 4247 |
| 1603 | (Nov. 1) | Silent Tweetment | F | 6½m. 4295 |
| 1604 | (Nov. 15) | Coo-Coo Bird Dog | F | 6m. 4294 |
| 1605 | (Dec. 13) | Concerto In B-Flat Minor | G | 7m. 4294 |
| 1606 | (Jan. 17) | Robin Hoodlum | G | 7m. 4295 |
| 1607 | (Feb. 7) | Fowl Brawl | F | 7m. 4303 |
| 1608 | (Feb. 21) | Magic Fluke | G | 7m. 4311 |
| 1609 | (Mar. 14) | Cat-Tastrophy | F | 6m. 4331 |
| 1610 | (Apr. 4) | Punchy DeLeon | G | 6½m. 4331 |
| 1611 | (Apr. 18) | Wacky Quacky | F | 6m. 4335 |
| 1612 | (June 6) | Grape Nutty | F | 6m. 4368 |
| 1613 | (June 20) | Swing Monkey Swing | G | 7½m. 4368 |
| 1614 | (July 4) | Two Lazy Crows | F | 7m. 4369 |
| 1615 | (July 18) | Indian Serenade | G | 8m. 4368 |

### CINEMASCOPE MAGOOS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1751 | (Sept. 13) | Trail Blazer Magoo | E | 6m. 4246 |
| 1752 | (Oct. 18) | Magoo's Problem Child | G | 6½m. 4246 |
| 1753 | (Dec. 27) | Meet Mother Magoo | E | 6m. 4283 |
| 1754 | (Feb. 21) | Magoo Goes Overboard | G | 6m. 4294 |
| 1755 | (Apr. 25) | Matador Magoo | E | 6m. 4339 |
| 1756 | (June 27) | Mr. Magoo Breaks Par | G | 6m. 4368 |
| 1757 | (July 25) | Magoo's Glorious Fourth | G | 6m. 4380 |
| 1758 | (Aug. 15) | Magoo's Masquerade | F | 6m. |

### SCREEN SNAPSHOTS

| | | | | |
|---|---|---|---|---|
| 1851 | (Dec. 15) | Hollywood Stars At A Party (Color) | F | 9½m. 4283 |
| 1852 | (Feb. 28) | Hollywood Star Night (Tech.) | G | 10m. 4315 |
| 1853 | (Mar. 28) | WAIF International Ball (Color) | G | 9m. 4347 |
| 1854 | (Apr. 25) | Walter Winchell Party (Color) | E | 9m. 4347 |
| 1855 | (May 30) | Meet The Photoplay Winners | F | 10m. 4371 |
| 1856 | (June 27) | The Mocambo Party | F | 10m. 4371 |

### WORLD OF SPORTS

| | | | | |
|---|---|---|---|---|
| 1801 | (Oct. 25) | Asphalt Playground | G | 10m. 4276 |
| 1802 | (Nov. 29) | Midget Musclemen | G | 9m. 4283 |
| 1803 | (Dec. 27) | Tee Topnotchers | F | 10m. 4295 |
| 1804 | (Jan. 31) | Sharpshootin' Sportsmen | F | 9m. 4295 |
| 1805 | (Feb. 28) | Flying Horses | F | 9m. 4315 |
| 1806 | (Apr. 25) | Winged Fury | E | 9m. 4339 |
| 1807 | (May 30) | Panama Playland | G | 9m. 4376 |
| 1808 | (June 27) | Anglin' Around | G | 10m. 4371 |
| 1809 | (July 25) | Wrestling Knights | G | 9m. 4380 |

## MGM

### THREE REEL

### CINEMASCOPE SPECIAL

(Eastman Color)

| | | | | |
|---|---|---|---|---|
| A-801 | (Oct. 5) | The Battle Of Gettysburg | E | 30m. 4252 |

One Reel

### CINEMASCOPE CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| C-831 | (Sept. 7) | Muscle Beach Tom | G | 7m. 4203 |
| C-832 | (Sept. 21) | Millionaire Droopy | E | 7m. 4208 |
| C-833 | (Oct. 12) | Downbeat Bear | G | 7m. 4208 |
| C-834 | (Nov. 16) | Blue Cat Blues | G | 7m. 4299 |
| C-835 | (Dec. 14) | Barbecue Brawl | G | 7m. 4311 |
| C-836 | (Jan. 25) | Cat's Meow | F | 7m.4311 |
| C-837 | (Feb. 22) | Tops With Pops | F | 7m. 4315 |
| C-838 | (Mar. 29) | Give And Tyke | G | 7m. 4315 |
| C-839 | (Apr. 19) | Timid Tabby | G | 7m. 4347 |
| C-840 | (May 17) | Grin And Share It | G | 7m. 4347 |
| C-841 | (June 17) | Feedin' The Kiddie | G | 8m. 4347 |
| C-842 | (July 26) | Scat Cats | G | 7m. 4347 |

### GOLD MEDAL REPRINT CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| W-861 | (Sept. 28) | Polka Dot Puss (T-J) | F | 8m. 4236 |
| W-862 | (Oct. 5) | The Bear And The Bean (B-B) | G | 7m. 4235 |
| W-863 | (Oct. 26) | Heavenly Puss (T-J) | F | 8m. 4235 |
| W-864 | (Nov. 9) | Bad Luck Blackie (T-A) | G | 7m. 4260 |
| W-865 | (Nov. 30) | Cueball Cat (T-J) | G | 7m. 4260 |
| W-866 | (Dec. 7) | Senor Droopy (D) | G | 8m. 4260 |
| W-867 | (Dec. 28) | Little Rural Riding Hood (T-A) | G | 6m. 4260 |
| W-868 | (Jan. 4) | The Cat And The Mermouse (T-J) | G | 7½m. 4311 |
| W-869 | (Jan. 18) | The Cuckoo Clock (T-A) | G | 7m. 4311 |
| W-870 | (Feb. 1) | Tennis Chumps (T-J) | E | 7m. 4311 |
| W-871 | (Feb. 15) | The Bear And The Hare (B-B) | F | 7m. 4311 |
| W-872 | (Mar. 8) | Saturday Evening Puss (T-J) | G | 7m. 4311 |
| W-873 | (Mar. 22) | Garden Gophers (T-A) | F | 7m. 4311 |
| W-874 | (Apr. 5) | Little Quacker | G | 7m. 4359 |
| W-875 | (Apr. 26) | The Chump Champ | F | 7m. 4359 |
| W-876 | (May 3) | Safety Second | G | 7m. 4368 |
| W-877 | (May.24) | The Peachy Cobbler | G | 7m. 4368 |
| W-878 | (June 21) | The Framed Cat | G | 7m. 4368 |

## Paramount

### CARTOON CHAMPION REISSUES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| S16-1 | (Sept. 21) | Mice Meeting You | G | 7m. 4235 |
| S16-2 | (Sept. 21) | Sock-A-Bye Kitty | G | 7m. 4236 |
| S16-3 | (Sept. 21) | Casper's Spree Under The Sea | E | 8m. 4235 |
| S16-4 | (Sept. 21) | One Quack Mind | F | 7m. 4235 |
| S16-5 | (Sept. 21) | Mice Paradise | G | 7m. 4235 |
| S16-6 | (Sept. 21) | Once Upon A Rhyme | G | 8m. 4235 |
| S16-7 | (Sept. 28) | Hold The Lion Please | G | 7m. 4235 |
| S16-8 | (Sept. 28) | Land Of Lost Watches | G | 9m. 4235 |
| S16-9 | (Sept. 28) | To Boo Or Not To Boo | G | 7m. 4236 |
| S16-10 | (Sept. 28) | As The Crow Lies | F | 6m. 4235 |
| S16-11 | (Sept. 28) | Slip Us Some Redskin | G | 7m. 4236 |
| S16-12 | (Sept. 28) | Boo Scout | G | 8m. 4235 |

### CASPER CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| B16-1 | (Nov. 2) | Fright From Wrong | G | 6m. 4256 |
| B16-2 | (Jan. 4) | Spooking About Africa | F | 6m. 4295 |
| B16-3 | (Mar. 1) | Hooky Spooky | F | 6m. 4355 |
| B16-4 | (May 24) | Peekaboo | F | 6m. 4359 |
| B16-5 | (July 19) | Ghost of Honor | | |
| B16-6 | (Aug. 30) | Ice Scream | | |

### HERMAN AND CATNIP CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| H16-1 | (Dec. 7) | Hide And Peak | F | 6m. 4295 |
| H16-2 | (Feb. 22) | Cat In The Act | F | 6m. 4355 |
| H16-3 | (June 14) | Sky Scrappers | | |
| H16-4 | (Aug. 16) | From Mad To Worse | | |

### NOVELTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| P16-1 | (Oct. 19) | Sir Irving And Jeames | G | 7m. 4256 |
| P16-2 | (Dec. 21) | Lion In The Roar | F | 6m. 4295 |
| P16-3 | (Jan. 25) | Pest Pupil | F | 6m. 4295 |
| P16-4 | (Mar. 29) | Fishing Tackler | F | 6m. 4355 |
| P16-5 | (June 7) | Mr. Money Gags | G | 7m. 4355 |
| P16-6 | (July 5) | L'Amour The Merrier | | |

### POPEYE CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| E16-1 | (Oct. 12) | Parlez Vous Woo | G | 6m. 4256 |
| E16-2 | (Nov. 16) | I Don't Scare | F | 6m. 4295 |
| E16-3 | (Dec. 14) | A Haul In One | G | 6m. 4295 |
| E16-4 | (Feb. 8) | Nearlyweds | F | 7m. 4355 |
| E16-5 | (Apr. 5) | The Crystal Brawl | F | 6m. 4359 |
| E16-6 | (May 10) | Patriotic Popeye | F | 8m. 4368 |
| E16-7 | (June 21) | Spree Lunch | | |
| E16-8 | (Aug. 9) | Spooky Swabs | | |

### SPEAKING OF ANIMALS CHAMPIONS

(Reissue)

| | | | | |
|---|---|---|---|---|
| A15-1 | (Sept. 30) | Tain't So | F | 10m. 4044 |
| A15-2 | (Sept. 30) | Monkey Shines | G | 9m. 4044 |
| A15-3 | (Sept. 30) | Be Kind To Animals | E | 8m. 4043 |
| A15-4 | (Sept. 30) | From A To Zoo | E | 9m. 4043 |

### TOPPERS

| | | | | |
|---|---|---|---|---|
| M15-1 | (Oct. 7) | Three Kisses | E | 10m. 4084 |
| M15-2 | (Nov. 11) | Reunion In Paris | G | 10m. 4096 |
| M15-3 | (Jan. 27) | Animals A La Carte | F | 10m. 4105 |
| M15-4 | (Mar. 9) | There's Gold In Them Thrills | F | 10m. 4126 |
| M15-5 | (May 4) | Ups And Downs | G | 9m. 4179 |
| M15-6 | (Aug. 24) | Herman Hickman's Football Review | G | 10m. 4256 |

### VISTAVISION SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| V15-1 | (............) | Bing Presents Oreste | E | 10m. 4126 |
| V15-2 | (June 29) | VistaVision Visits Panama | G | 10m. 4187 |
| V15-3 | (Aug. 3) | VistaVision Visits Gibraltar | G | 10m. 4240 |
| V15-4 | (Oct. 5) | VistaVision Visits Austria | E | 17m. 4252 |

## Republic

### SERIALS

| | | | | |
|---|---|---|---|---|
| 5682 | (Oct. 15) | Federal Operator 99 (Reissue) | G | 12ep. 4246 |
| 5683 | (Jan. 14) | Dangers Of The Canadian Mounted (Reissue) | G | 12ep. 4299 |
| 5684 | (Apr. 8) | The Purple Monster Strikes (Reissue) | G | 15ep. 4323 |
| | ( ) | Radar Men From The Moon (Reissue) | | 12ep. |

## 20th Century-Fox

### ONE REEL

### CINEMASCOPE

(Color)

| | | | | |
|---|---|---|---|---|
| 7701 | (Jan. ) | Port Of Sports | G | 9m. 4331 |
| 7702 | (Feb. ) | Divided By The Sea | E | 7m. 4331 |
| 7703 | (Mar. ) | Future Baseball Champs (Black and White) | G | 10m. 4331 |
| 7704 | (Apr. ) | Bluefin Fury | E | 8m. 4331 |
| 7705 | (May ) | Orient Express To Hong Kong | G | 9m. 4331 |
| 7706 | (June ) | Guardians Of The North | G | 8m. 4369 |
| 7707 | (July ) | Tempo Of Tomorrow | F | 8m. 4376 |
| 7708 | (Aug. ) | Swamp Boat Sports | E | 9m. 4376 |
| 7709 | (Sept. ) | Midway Medley | | |
| 7710 | (Oct. ) | Journey Thru Ceylon | | |

### TWO REEL

### CINEMASCOPE COLOR SPECIALS

| | | | | |
|---|---|---|---|---|
| 7608 | (Apr. ) | Land Of The Bible (DeLuxe Color) | E | 18m. 4114 |
| 7609 | (June ) | Dark Wave (Technicolor) | E | 23m. 4177 |

One Reel

### CINEMASCOPE TERRYTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5701 | (Jan. ) | John Doormat In Topsy TV | F | 7m. 4315 |
| 5702 | (Feb. ) | Spoofy In Gag Buster | F | 7m. 4355 |
| 5703 | (Mar. ) | Beefy In A Bum Steer | F | 7m. 4355 |
| 5704 | (Apr. ) | Sniffer In The Bone Ranger | F | 7m. 4380 |
| 5705 | (May ) | Gaston Is Here | G | 6m. 4368 |
| 5706 | (June ) | Shove Thy Neighbor | G | 7m. |
| 5707 | (July ) | Clint Clobber's Cat | F | 6m. 4376 |
| 5708 | (Aug. ) | Flebus | G | 7m. 4331 |

### TERRYTOON TOPPERS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5731 | (Jan. ) | Heckle And Jeckle In Pirate's Gold | G | 7m. 4355 |
| 5732 | (Feb. ) | A Hare-Breadth Finish | G | 7m. 4339 |
| 5733 | (Mar. ) | African Jungle Hunt | F | 7m. 4347 |
| 5734 | (Apr. ) | Dimwit In Daddy's Little Darling | G | 7m. 4380 |
| 5735 | (May ) | Love Is Blind | G | 7m. |
| 5736 | (June ) | Beauty On The Beach | | |
| 5737 | (July ) | All This And Rabbit Stew | | |
| 5738 | (Aug. ) | Beaver Trouble | | |
| 5739 | (Sept. ) | Mighty Mouse In Goons From The Moon | | |
| 5740 | (Oct. ) | Nutsy In Squirrel Crazy | | |

### MOVIETONE MELODY

| | | | | |
|---|---|---|---|---|
| 7201 | (Nov. ) | Lawrence Welk and His Champagne Music (Reissue) | F | 9m. 4295 |

## Universal-International

Two Reel

### SPECIALS

| | | | | |
|---|---|---|---|---|
| 3601 | (Mar. 4) | Song of The Grape (Color) | G | 20m. 4323 |
| 3602 | (July 8) | So Proudly We Hail (CS) | | |

### MUSICAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 3651 | (Nov. 25) | Riddles In Rhythm | G | 15m. 4283 |
| 3652 | (Dec. 17) | Skylarkin' Time | F | 15m. 4283 |
| 3653 | (Feb. 11) | Rhythms With Regis | F | 14m. 4315 |
| 3654 | (Feb. 25) | Golden Ladder | G | 15m. 4323 |
| 3655 | (Mar. 11) | Swingin' And Singin' | G | 15m. 4331 |
| 3656 | (April 8) | Riot In Rhythm | G | 16m. 4368 |
| 3657 | (May 6) | Dance Demons | G | 15m. 4368 |
| 3658 | (June 3) | Record Hop | | |
| 3659 | (July 1) | Salute To Song | | |
| 3660 | (July 29) | Taps And Tunes | | |
| 3661 | (Aug. 19) | Rolling In Rhythm | | |

### LAWRENCE WELK MUSICAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 3607 | ( ) | Champagne Music | | |
| 3608 | ( ) | Lawrence Welk & Orch. | | |
| 3609 | ( ) | The Modernaires and Lawrence Welk & Orch. | | |

### COLOR PARADES

| | | | | |
|---|---|---|---|---|
| 3671 | (Dec. 24) | Holiday In The Hills | G | 9m. 4283 |
| 3672 | (Jan. 21) | Valley of Two Faces (CS) | G | 10m. 4283 |
| 3673 | (Feb. 11) | Frozen Frontier | G | 9m. 4323 |
| 3674 | (Mar. 25) | Junior Jamboree | G | 9m. 4323 |
| 3675 | (May 20) | Crossroads Of The Ages | G | 9m. 4323 |
| 3676 | (July 1) | The Lion Dancers (CS) | | |
| 3677 | (Sept. 2) | Hurray All Boats | G | 9m. 4376 |
| 3678 | (Oct. 14) | A Brief Case | G | 9m. 4380 |

### WALTER LANTZ CARTUNES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 3611 | (Dec. 17) | Woodpecker Meets Davy Crewcut | G | 6m. 4283 |
| 3612 | (Jan. 14) | Fowled Up Party | G | 6m. 4283 |
| 3613 | (Feb. 11) | Red Riding Hoodlum | G | 6m. 4283 |
| 3614 | (Mar. 11) | The Plumber Of Seville | F | 6m. 4283 |
| 3615 | (Apr. 8) | Box Car Bandit | G | 6m. 4283 |
| 3616 | (May 6) | Operation Cold Feet | G | 6m. 4283 |
| 3617 | (June 3) | Unbearable Salesman | G | 6m. 4380 |
| 3618 | (July 1) | International Woodpecker | G | 6m. 4323 |
| 3619 | (July 29) | To Catch A Woodpecker | G | 6m. |
| 3620 | (Aug. 26) | Goofy Gardner | F | 6m. 4376 |
| 3621 | (Sept. 23) | Round Trip To Mars | G | 6m. |

### VARIETY VIEWS

| | | | | |
|---|---|---|---|---|
| 3691 | (Feb. 4) | Milk Run | G | 9m. 4323 |
| 3692 | (Mar. 4) | Monkeys Are The Craziest | F | 9m. 4323 |
| 3693 | (Apr. 1) | Bear Cubs Go Rural | F | 9m. 4323 |
| 3694 | (May 6) | Brooklyn Goes To Detroit | F | 9m. 4323 |
| 3695 | (June 17) | Your Zoo | E | 9m. 4371 |
| 3696 | (July 15) | What Is A Safari | | |
| 3697 | (Aug. 26) | Hot Reel | | |
| 3698 | (Sept. 23) | Brooklyn Goes To New Orleans | | |

## Warners

### SPECIAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 4911 | (............) | Chasing The Sun | G | 36m. 4252 |

Two Reel

### WARNERCOLOR SCOPE GEMS (4)

| | | | | |
|---|---|---|---|---|
| 4101 | (Oct. 6) | South Of The Himalayas | E | 18m. 4264 |
| 4102 | (Dec. 29) | The Legend Of El Dorado | E | 18m. 4310 |
| 4103 | (July 13) | Blue Danube | | |

### SPECIALS (4)

(WarnerColor)

| | | | | |
|---|---|---|---|---|
| 4001 | (Sept. 8) | East Is East | G | 18m. 4246 |
| 4002 | (Dec. 2) | Howdy Partner | G | 18m. 4311 |
| 4003 | (Mar. 2) | Pearls Of The Pacific | G | 18m. 4368 |

One Reel

### BLUE RIBBON HIT PARADES

(Reissue)

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4301 | (Sept. 15) | Mouse Mazurka | F | 8m. 4247 |
| 4302 | (Oct. 20) | Paying The Piper | F | 7m. 4247 |
| 4303 | (Nov. 17) | Daffy Duck Hunt | F | 7m. 4264 |
| 4304 | (Dec. 1) | Henhouse Hennery | E | 7m. 4272 |
| 4305 | (Jan. 19) | Swallow The Leader | F | 7m. 4323 |
| 4306 | (Feb. 2) | For Scent-Imental Reasons | G | 7m. 4323 |
| 4307 | (Mar. 9) | Mouse Wreckers | G | 7m. 4323 |
| 4308 | (Apr. 6) | Dough For The Do-Do | F | 7m. 4323 |
| 4309 | (Apr. 27) | Fast And Furry-Ous | G | 7m. 4323 |
| 4310 | (May 18) | Bear Feat | E | 8m. 4359 |
| 4311 | (June 15) | Each Dawn I Crow | G | 7m. 4368 |
| 4312 | (June 29) | Bad Ol' Putty Tat | F | 7m. 4368 |
| 4313 | (Aug. 24) | Hippety Hopper | | |

### BUGS BUNNY SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4723 | (Sept. 15) | A Star Is Bored | G | 7m. 4247 |
| 4724 | (Oct. 27) | Wideo Rabbit | G | 7m. 4256 |
| 4725 | (Dec. 15) | To Hare Is Human | F | 7m. 4311 |
| 4726 | (Feb. 9) | Ali Baba Bunny | E | 7m. 4311 |
| 4727 | (Apr. 13) | Bedeviled Rabbit | F | 7m. 4368 |
| 4728 | (May 25) | Piker's Peak | G | 7m. 4368 |
| 4729 | (July 6) | What's Opera Doc? | E | 7m. 4369 |
| 4730 | (Aug. 31) | Mugsy and Bugsy | G | 7m. 4368 |

### MERRIE MELODIES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4701 | (Sept. 1) | Slap Hoppy Mouse | G | 7m. 4227 |
| 4702 | (Sept. 20) | Deduce, You Say! | G | 7m. 4247 |
| 4703 | (Oct. 13) | Yankee Dood It | F | 7m. 4256 |
| 4704 | (Nov. 10) | There They Go-Go-Go | F | 7m. 4256 |
| 4705 | (Nov. 24) | Two Crows From Tacos | G | 7m. 4247 |
| 4706 | (Dec. 8) | The Honey Mousers | G | 7m. 4311 |
| 4707 | (Jan. 5) | The Three Little Bops | E | 7m. 4311 |
| 4708 | (Jan. 12) | Tweet Zoo | F | 7m. 4311 |
| 4709 | (Jan. 26) | Scrambled Aches | F | 7m. 4311 |
| 4710 | (Feb. 23) | Go Fly A Kite | G | 7m. 4311 |
| 4711 | (Mar. 16) | Tweety And The Beanstalk | E | 7m. 4311 |
| 4712 | (Apr. 20) | Boyhood Daze | G | 7m. 4368 |
| 4713 | (May 4) | Cheese It, The Cat | F | 7m. 4368 |
| 4714 | (May 11) | Fox Terror | F | 7m. 4368 |
| 4715 | (June 8) | Steal Wool | F | 7m. 4368 |
| 4716 | (June 22) | Boston Quackie | G | 7m. 4368 |
| 4717 | (July 20) | Tobasco Road | | |
| 4718 | (Aug. 10) | Birds Anonymous | | |
| 4719 | (Aug. 17) | Ducking The Devil | | |
| 4720 | (Sept. 14) | Zoom And Bored | | |
| 4721 | (Sept.28) | Greedy For Tweety | | |
| 4722 | (Oct. 12) | Touche And Go | | |

### WARNERCOLOR SPECIALS (6)

| | | | | |
|---|---|---|---|---|
| 4401 | (Oct. 27) | Playtime Pals | G | 9m. 4247 |
| 4402 | (Mar. 30) | I'll Be Doggoned | E | 10m. 4369 |
| 4403 | (July 27) | Tales Of The Black Forest | | |

### WARNERCOLOR SCOPE GEMS (6)

| | | | | |
|---|---|---|---|---|
| 4501 | (Sept. 22) | Crossroads Of The World | E | 9m. 4276 |
| 4502 | (Nov. 3) | Magic In The Sun | E | 8m. 4283 |
| 4503 | (Feb. 16) | Under Carib Skies | F | 9m. 4323 |
| 4504 | (Aug. 3) | Alpine Glory | | |

## Miscellaneous

| | | |
|---|---|---|
| Bloodstock (BIS) (Color) | F | 15m. 4310 |
| Bespoke Overcoat, The (Arthur) | F | 33m. 4281 |
| Challenge In The Air (BIS) | F | 13½m. 4315 |
| Face Of Lincoln, The (Cavalcade) | G | 20m. 4331 |
| Hidden Talent (McCarthy) | F | 17m. 4272 |
| Impression Of London, An (BIS) (Technicolor) | E | 14m. 4311 |
| Majesty Of The Air (BIS) (Tech.) | G | 21m. 4311 |
| Red Balloon, The (Lopert) (Tech.) | E | 34m. 4310 |
| Suez Canal—(Technicolor)—(deRochemont) | E | 25m. 4221 |
| Trooping The Colour (BIS) (Tech.) | G | 10m. 4331 |
| True Story Of The Civil War, The (Film Representations) | E | 33m. 4331 |
| Undersea Conquest (Lexington) (Color) | G | 18m. 4347 |

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

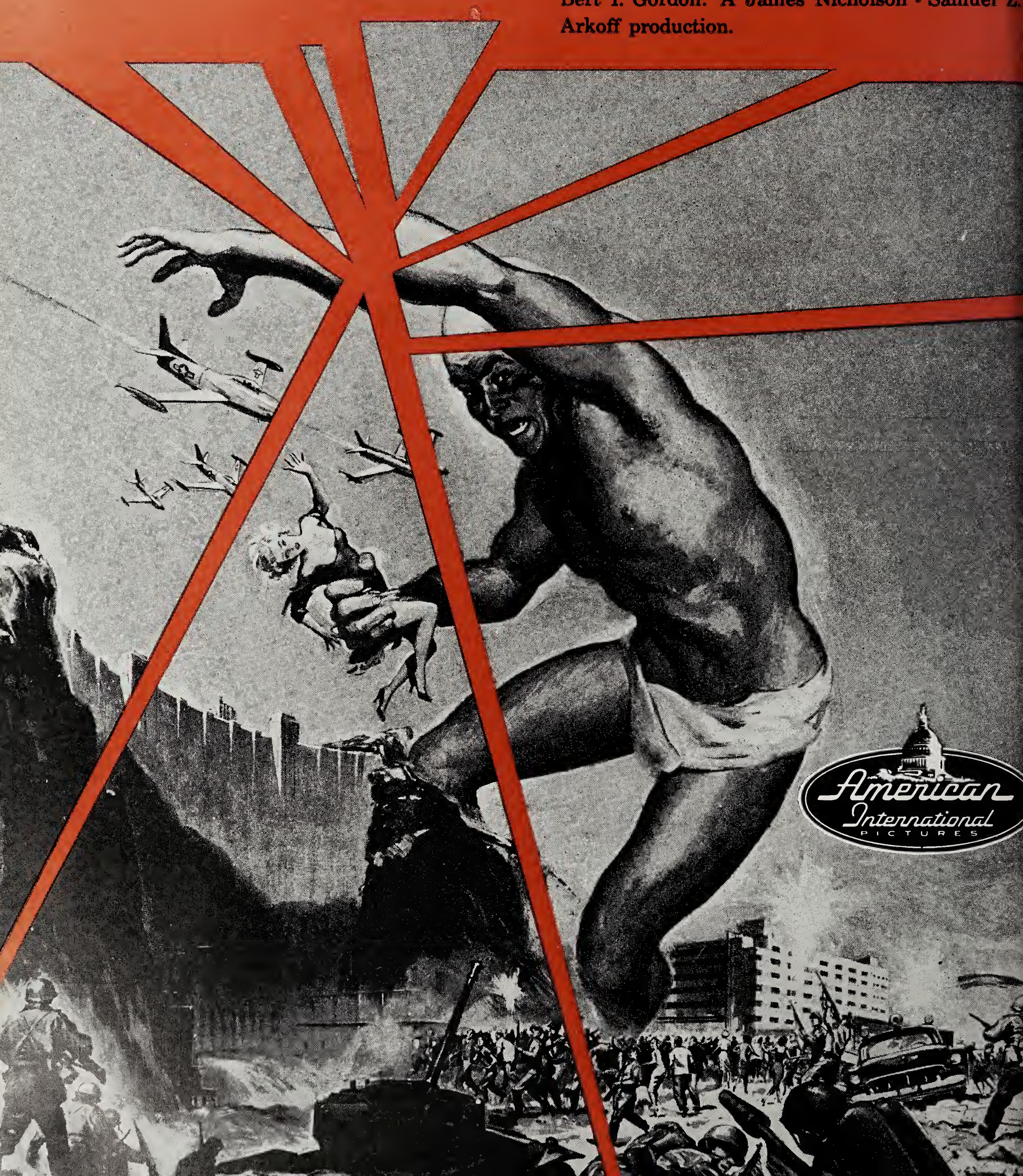
|  | A.A. | COLUMBIA | M.G.M. | PARAMOUNT | RANK | REPUBLIC | 20th-FOX | U.A. | UNIVERSAL | WARNERS | MISC. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NOW IN GENERAL RELEASE | **Love In The Afternoon**<br>Gary Cooper<br>Audrey Hepburn<br>Maurice Chevalier | **Fire Down Below**<br>(CS-TC)<br>Rita Hayworth,<br>Robert Mitchum,<br>Jack Lemmon | **This Could Be The Night**<br>(CS)<br>Jean Simmons,<br>Paul Douglas,<br>Joan Blondell | **The Delicate Delinquent**<br>(VV)<br>Jerry Lewis<br>Darren McGavin | **Value For Money**<br>(TC-VV)<br>John Gregson<br>Diana Dors | **Spoilers Of The Forest**<br>(C)<br>Rod Cameron,<br>Vera Ralston | **An Affair To Remember**<br>(CS-C)<br>Cary Grant,<br>Deborah Kerr,<br>Richard Denning | **Bayou**<br>Peter Graves,<br>Lita Milan | **Joe Butterfly**<br>(CS-TC)<br>Audie Murphy<br>George Nader<br>Burgess Meredith | **A Face In The Crowd**<br>Andy Griffith<br>Patricia Neal | **Johnny Tremain**<br>(TC)<br>(Disney)<br>Hal Stalmaster<br>Luana Paten,<br>Jeff York<br>(BuenaVista) |
|  | **Daughter Of Dr. Jekyll**<br>John Agar<br>Gloria Talbott | **20 Million Miles To Earth**<br>William Hopper,<br>Joan Taylor | **The Little Hut**<br>(C)<br>Ava Gardner,<br>Stewart Granger,<br>David Niven | **Beau James**<br>(VV-TC)<br>Bob Hope<br>Vera Miles<br>Paul Douglas | **Triple Deception**<br>(TC-VV)<br>Michael Craig | **Man In The Road**<br>Derek Farr,<br>Ella Raines<br>(England) | **Apache Warrior**<br>Keith Larsen<br>Jim Davis | **The Monster That Challenged The World**<br>Tim Holt,<br>Audrey Dalton | **The Midnight Story**<br>(CS)<br>Tony Curtis,<br>Marisa Pavan,<br>Gilbert Roland | **The D.I.**<br>Jack Webb,<br>Dan Dubbins,<br>Jackie Loughery | **Drag Strip Girl**<br>Steve Terrell<br>Fay Spain<br>(American Int.) |
|  | **Dino**<br>Sal Mineo<br>Susan Kohner<br>Brian Keith | **The 27th Day**<br>Gene Barry,<br>Valerie French | **The Seventh Sin**<br>(CS)<br>Eleanor Parker,<br>Bill Travers,<br>George Sanders | **Loving You**<br>Elvis Presley<br>Lizabeth Scott<br>Wendell Corey<br>(VV-TC) | **The Third Key**<br>Jack Hawkins | **Beginning Of The End**<br>Peter Graves,<br>Peggie Castle | **Will Success Spoil Rock Hunter**<br>(CS-C)<br>Jayne Mansfield,<br>Tony Randall | **The Vampire**<br>John Beal,<br>Coleen Gray | **Interlude**<br>(CS-TC)<br>June Allyson,<br>Rossano Brazzi | **The Prince And The Showgirl**<br>(TC)<br>Marilyn Monroe,<br>Laurence Olivier | **Rock All Night**<br>Dick Miller<br>and Platters<br>(American Int.) |
|  | **The Disembodied**<br>Paul Burke<br>Allison Hayes | **Jeanne Eagels**<br>Kim Novak<br>Jeff Chandler | **Something Of Value**<br>Rock Hudson,<br>Dana Wynter,<br>Wendy Hiller | **Omar Khayyam**<br>(VV-TC)<br>Cornel Wilde.<br>Debra Paget |  | **The Unearthly**<br>John Carradine,<br>Allison Hayes | **Seawife**<br>(CS-C)<br>Richard Burton,<br>Joan Collins | **The Monte Carlo Story**<br>(TC)<br>Marlene Dietrich,<br>Vittorio De Sica | **Doctor At Large**<br>(VV-C)<br>(English)<br>Dirk Bogarde | **X—The Unknown**<br>Dean Jagger | **Bambi**<br>(TC)<br>(Disney)<br>(RE)<br>(Buena Vista) |
|  | **Cyclops**<br>James Craig<br>Gloria Talbott<br>Lon Chaney, Jr. | **The Young Don't Cry**<br>Sal Mineo<br>James Whitmore | **Man On Fire**<br>Bing Crosby<br>Inger Stevens<br>Mary Fickett | **Cecil B. DeMille's The Ten Commandments**<br>(VV-TC)<br>(Special Engagements) |  | **Journey To Freedom**<br>Jacques Scott<br>Geneviv Aumont | **Forty Guns**<br>(CS)<br>Barbara Stanwyck,<br>Gene Barry,<br>Barry Sullivan | **The Fuzzy Pink Nightgown**<br>Jane Russell,<br>Keenan Wynn | **Run Of The Arrow**<br>(TC)<br>Rod Steiger,<br>Sarita Montiel | **The Curse Of Frankenstein**<br>(C)<br>Peter Cushing,<br>Hazel Court | **I Was A Teenage Werewolf**<br>Michael Landon<br>Yvonne Lime<br>(American-Int.) |
|  | **Portland Expose**<br>Edward Binns<br>Virginia Gregg | **No Time To Be Young**<br>Robert Vaughn<br>Dorothy Green | **Silk Stockings**<br>(CS-Color)<br>Fred Astaire<br>Cyd Charisse<br>Janis Paige | **Stowaway Girl**<br>Trevor Howard<br>Elsa Martinelli<br>(England) |  | **Time Is My Enemy**<br>Dennis Price<br>Renee Asherson | **The Unknown Terror**<br>Paul Richards,<br>Mala Powers | **Valerie**<br>Sterling Hayden,<br>Anita Ekberg | **Night Passage**<br>(TC)<br>James Stewart<br>Audie Murphy<br>Dianne Foster | **Band Of Angels**<br>(C)<br>Clark Gable<br>Yvonne DeCarlo | **Invasion Of The Saucer Men**<br>Steve Terrell<br>Gloria Castillo<br>(American-Int.) |
|  | **Death In Small Doses**<br>Peter Graves<br>Mala Powers | **Town On Trial**<br>John Mills<br>Barbara Bates | **Gun Glory**<br>(CS-C)<br>Stewart Granger<br>Rhonda Fleming | **Shortcut To Hell**<br>(VV)<br>Robert Ivers<br>Georgann Johnson |  | **The Lawless Eighties**<br>Buster Crabbe<br>Marilyn Saris | **Back From The Dead**<br>Arthur Franz,<br>Peggie Castle,<br>Marsha Hunt | **Jungle Heat**<br>Lex Barker,<br>Mari Blanchard | **That Night**<br>John Beal<br>Augusta Dabney | **Rising Of The Moon**<br>Frank Lawton<br>Denis O'Dea |  |
|  | **From Hell It Came**<br>Tod Andrews<br>Tina Carver | **Pickup Alley**<br>(CS)<br>Victor Mature<br>Anita Ekberg |  |  |  | **Pawnee**<br>(C)<br>G. Montgomery,<br>Lola Albright |  | **My Gun Is Quick**<br>Robert Bray | **Man Of A Thousand Faces**<br>(CS)<br>James Cagney<br>Dorothy Malone | **The James Dean Story**<br>James Dean |  |
|  | **Man From Monterey**<br>Sterling Hayden<br>Pamela Duncan | **3:10 To Yuma**<br>Glenn Ford<br>Van Heflin<br>Kathryn Grant |  |  |  |  |  | **Lady Of Vengeance**<br>Dennis O'Keefe,<br>Ann Sears |  |  |  |
| PROMISED FOR EARLY RELEASE | **Teenage Doll**<br>June Kenney<br>John Brinkley<br>Fay Spain | **The Brothers Rico**<br>Richard Conte<br>Dianne Foster | **Tip On A Dead Jockey**<br>(CS)<br>Robert Taylor<br>Dorothy Malone | **Mr. Rock And Roll**<br>Alan Freed<br>Rocky Graziano<br>Lionel Hampton | **The Black Tent**<br>(TC-VV)<br>Anthony Steel | **Last Stagecoach West**<br>Jim Davis,<br>Mary Castle | **Hell On Devil's Island**<br>Helmut Dantine<br>Donna Martell | **Chicago Confidential**<br>Brian Keith<br>Beverly Garland | **Joe Dakota**<br>(C)<br>Jock Mahoney<br>Luana Patten | **The Pajama Game**<br>(C)<br>Doris Day<br>John Raitt<br>Carol Haney | **Reform School Girl**<br>Gloria Castillo<br>(American Int.) |
|  | **Undersea Girl**<br>Mara Corday<br>Pat Conway | **The Parson and The Outlaw**<br>(TC)<br>Anthony Dexter<br>Buddy Rogers<br>Marie Windsor | **Decision Against Time**<br>Jack Hawkins<br>(England) | **The Devil's Hairpin**<br>(VV)<br>Cornel Wilde<br>Jean Wallace | **A Town Like Alice**<br>Virginia McKenna | **Taming Sultan's Gal**<br>John Lupton,<br>Gloria Talbott | **The Sun Also Rises**<br>(C-CS)<br>Ava Gardner<br>Tyrone Power<br>Errol Flynn | **Gunsight Ridge**<br>Joel McCrea<br>Mark Stevens<br>Joan Weldon | **The Land Unknown**<br>(CS)<br>Jock Mahoney,<br>Shawn Smith | **Black Patch**<br>George Montgomery<br>Diane Brewster | **Rock Around The World**<br>Tommy Steele<br>(American Int.) |
|  | **Naked In The Sun**<br>(C)<br>James Craig<br>Barton MacLane<br>Lita Milan | **Woman Of The River**<br>(TC)<br>Sophia Loren<br>Gerard Oury | **Action Of The Tiger**<br>(CS-Color)<br>Van Johnson<br>Martine Carol | **The Joker Is Wild**<br>(VV)<br>Frank Sinatra<br>Jeanne Crain | **The Gentle Touch**<br>(T)<br>George Baker | **Hell Canyon Outlaws**<br>Dale Robertson<br>Brian Keith<br>Rosanna Rory | **Three Faces Of Eve**<br>(CS)<br>David Wayne<br>Joanne Woodward | **Enemy From Space**<br>Brian Donlevy | **Jet Pilot**<br>(TC)<br>John Wayne,<br>Janet Leigh | **Johnny Trouble**<br>Ethel Barrymore<br>Cecil Kellaway<br>Stuart Whitmon | **The Amazing Colossal Man**<br>Glenn Langan<br>Cathy Downs<br>(American Int.) |
|  | **Looking for Danger**<br>Bowery Boys | **The Story of Esther Costello**<br>Joan Crawford<br>Rossano Brazzi | **House Of Numbers**<br>Jack Palance<br>Barbara Lang | **Sailor Beware**<br>(RE)<br>Dean Martin<br>Jerry Lewis | **As Long As They're Happy**<br>(EC)<br>Jack Buchanan<br>Diana Dors | **Operation Conspiracy**<br>Philip Friend<br>Mary Mackenzie | **The Deerslayer**<br>(C-CS)<br>Lex Barker<br>Forest Tucker<br>Cathy O'Donnell | **The Careless Years**<br>Dean Stockwell<br>Natalie Trundy | **Quantez**<br>(EC-CS)<br>Fred MacMurray<br>Dorothy Malone | **The Helen Morgan Story**<br>(CS)<br>Ann Blyth<br>Paul Newman<br>Richard Carlson | **The Cat Girl**<br>Lynn Tracey<br>Barbara Shelley<br>(American Int.) |
|  | **Streets Of Havana**<br>John Cassavetes<br>Raymond Burr<br>Sara Shane | **Domino Kid**<br>Rory Calhoun<br>Kristine Miller | **The Hired Gun**<br>Rory Calhoun<br>Anne Francis | **Jumping Jacks**<br>(RE)<br>Dean Martin<br>Jerry Lewis | **Jacqueline**<br>John Gregson<br>Kathleen Ryan | **The Wayward Girl**<br>Marcia Henderson<br>Peter Walker | **No Down Payment**<br>(CS)<br>Jeffrey Hunter<br>Sheree North<br>Tony Randall | **Street Of Sinners**<br>Geo. Montgomery<br>Geraldine Brooks | **The Unholy Wife**<br>(TC)<br>Diana Dors<br>Rod Steiger | **Black Scorpion**<br>Richard Denning<br>Mara Corday | **Perri**<br>(TC)<br>(Disney)<br>(Buena Vista) |
|  | **The Rifle**<br>(C)<br>Joel McCrea<br>Virginia Mayo | **The Tijuana Story**<br>Rodolfo Acosta<br>James Darren<br>Jean Wiles | **Until They Sail**<br>Jean Simmons<br>Joan Fontaine<br>Paul Newman | **Hear Me Good**<br>(VV)<br>Hal March<br>Merry Anders | **Pursuit Of The Graf Spee**<br>(TC-VV)<br>John Gregson | **Panama Sal**<br>Elena Verdugo<br>Edward Kemmer | **The Copper Sky**<br>Coleen Gray<br>Jeff Morrow | **Satchmo, The Great**<br>Louis Armstrong | **Escapade In Japan**<br>(TC-TE)<br>Teresa Wright<br>Cameron Mitchell |  |  |
|  | **Hunchback Of Notre Dame**<br>(TC-CS)<br>Gina Lollobrigida<br>Anthony Quinn | **The Harlem Globetrotters**<br>(RE) | **The Invisible Boy**<br>Richard Eyer<br>Diane Brewster<br>Philip Abbott | **Zero Hour**<br>(VV)<br>Dana Andrews<br>Linda Darnell<br>Sterling Hayden | **An Alligator Named Daisy**<br>(TC-VV)<br>Donald Sinden<br>Diana Dors | **Raiders Of Old California**<br>Jim Davis<br>Arleen Whelan | **Stopover Tokyo**<br>(DC-CS)<br>Robert Wagner<br>Joan Collins<br>Edmond O'Brien | **Time Limit**<br>Richard Widmark<br>Richard Basehart | **Slaughter On Tenth Avenue**<br>Richard Egan<br>Jon Sterling<br>Dan Duryea |  |  |
|  | **Hongkong Story**<br>Jack Kelly<br>Lita Hwa |  | **I Accuse**<br>Jose Ferrer<br>Viveca Lindfors<br>Anton Walbrook | **The Tin Star**<br>(VV)<br>Henry Fonda<br>Anthony Perkins<br>Betsy Palmer | **The Spanish Gardener**<br>(TC-VV)<br>Dirk Bogarde<br>Jon Whiteley | **The Crooked Circle**<br>John Smith<br>Fay Spain | **Ride A Violent Mile**<br>(RS)<br>John Agar<br>Penny Edward | **Hell Bound**<br>John Russell<br>June Blair | **Slim Carter**<br>(C)<br>Jock Mahoney<br>Tim Hovey<br>Julie Adams |  |  |
|  | **Sabu and the Magic Ring**<br>(C)<br>Sabu |  |  |  |  |  |  | **The Girl In Black Stockings**<br>Lex Barker<br>Anne Bancroft |  |  |  |
|  |  |  |  |  |  |  |  | **Mustang**<br>Jack Beutel<br>Madelyn Trahey |  |  |  |

SYMBOLS USED ABOVE: CS—CinemaScope, C—Color, RE—Reissue, TC—Technicolor, VV—VistaVision—Name of country, other than U.S.A., indicates import.

**AMAZING COLOSSAL GROSSES: MILWAUKEE—LOS ANGELES**
**NEXT ATTRACTION: NEW YORK PARAMOUNT**

American-International Pictures presents THE AMAZING COLOSSAL MAN

starring Glenn Langan, Cathy Downs, William Hudson and Larry Thor. Produced and directed by Bert I. Gordon, screenplay by Mark Hanna and Bert I. Gordon. A James Nicholson - Samuel Z. Arkoff production.



# MOTION PICTURE EXHIBITOR

OCTOBER 2, 1957 VOLUME 58 NUMBER 23
IN TWO SECTIONS • THIS IS SECTION ONE

## The New Code Review Board

*editorial*

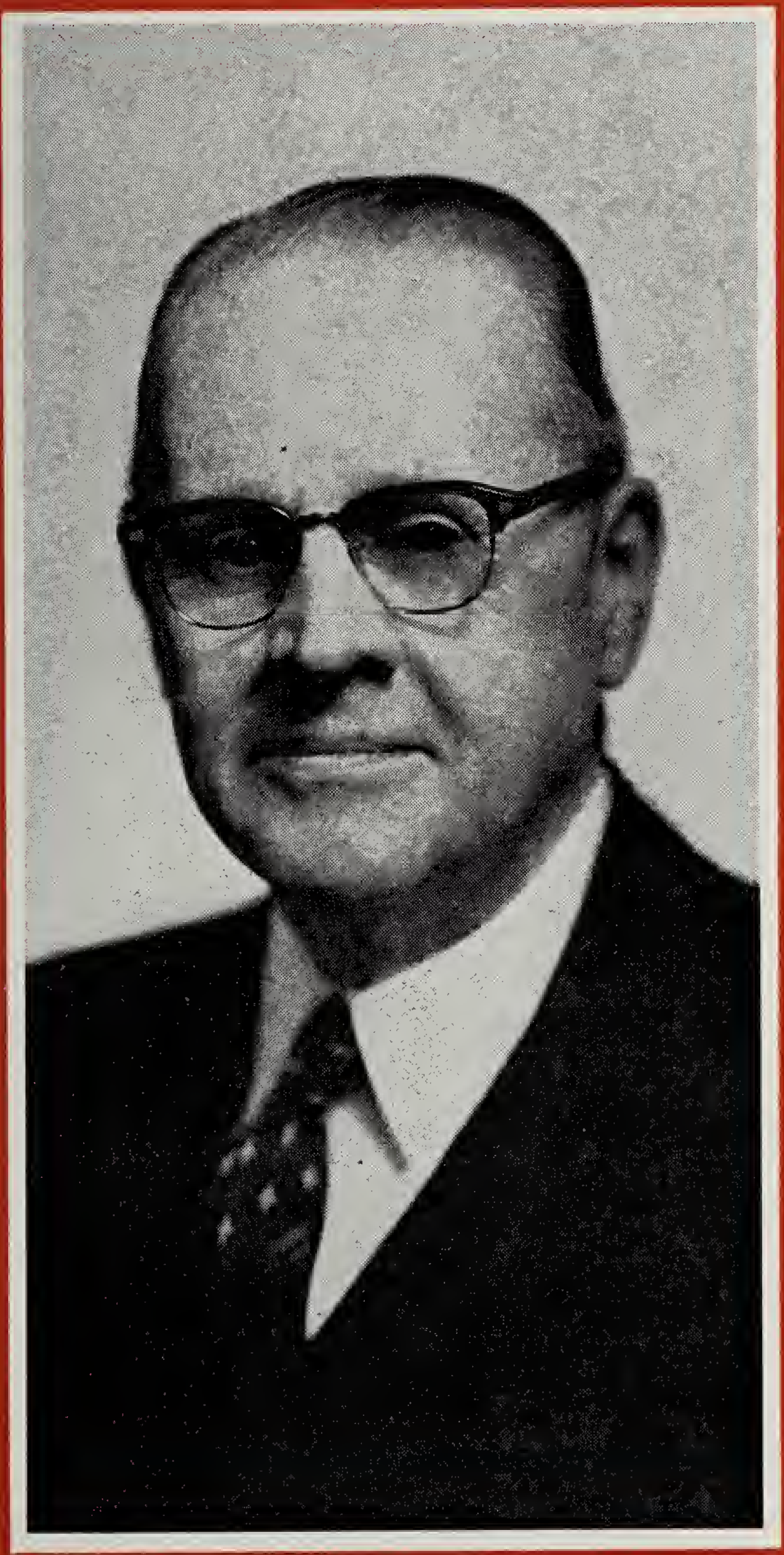
## Toll-TV Up To Congress

*(page 9)*

## Cinemiracle Debut Set

*(page 10)*

**AND FEATURING: THE SERVISECTION**



← Walter E. Green, who has been president of the National Theatre Supply Company since 1928, last week disclosed that he plans to retire December 31 after 48 years in the industry.

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

# 3700 RADIO-TV DISC JOCKEYS AND PROGRAM DIRECTORS LAUNCH VAST RECORD PROMOTION!

Platters now on the air, LP Albums as well as individual discs. RCA Victor forecasts, within two weeks "Top-10" hits out of the 7 sizzling hot new numbers:

*"Jailhouse Rock"* · *"I Wanna Be Free"* · *"Baby, I Don't Care"* · *"Treat Me Nice"* *"One More Day"* · *"Young and Beautiful"* · *"Don't Leave Me Now."*

## GIANT CAMPAIGN!

A big show for everyone, promoted big in newspapers, radio and TV advertising. A publicity natural that's a space-grabber!

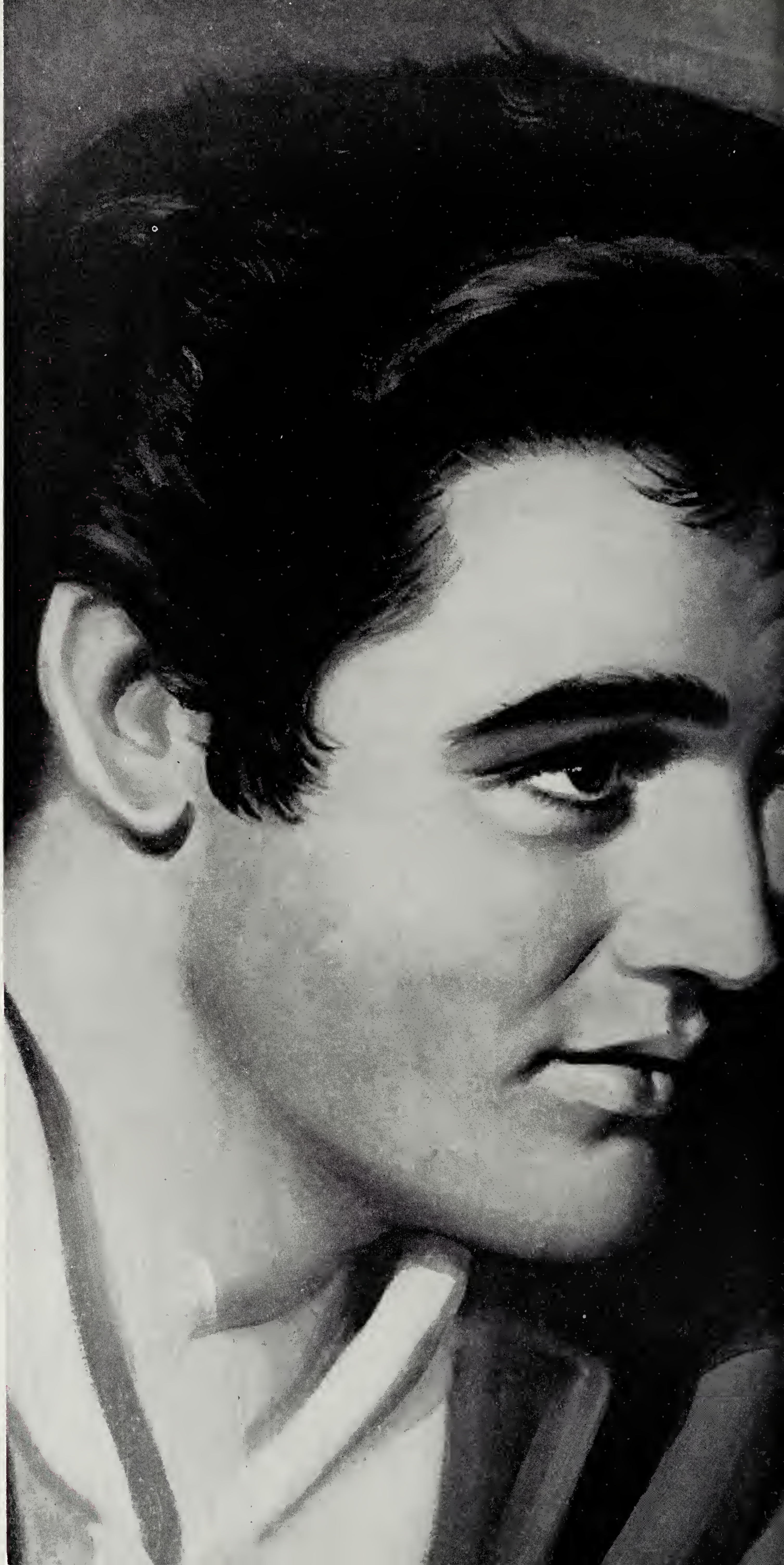
## PREVIEW REPORT!

The audience at the Picwood Theatre in Encino, Cal. hailed it as Presley's greatest dramatic singing role; powerful story, sure-fire for adult draw and Presley fans!

## WORLD PREMIERE!

The gala launching at Loew's State, Memphis, October 24th will be followed by saturation presentations throughout the South.

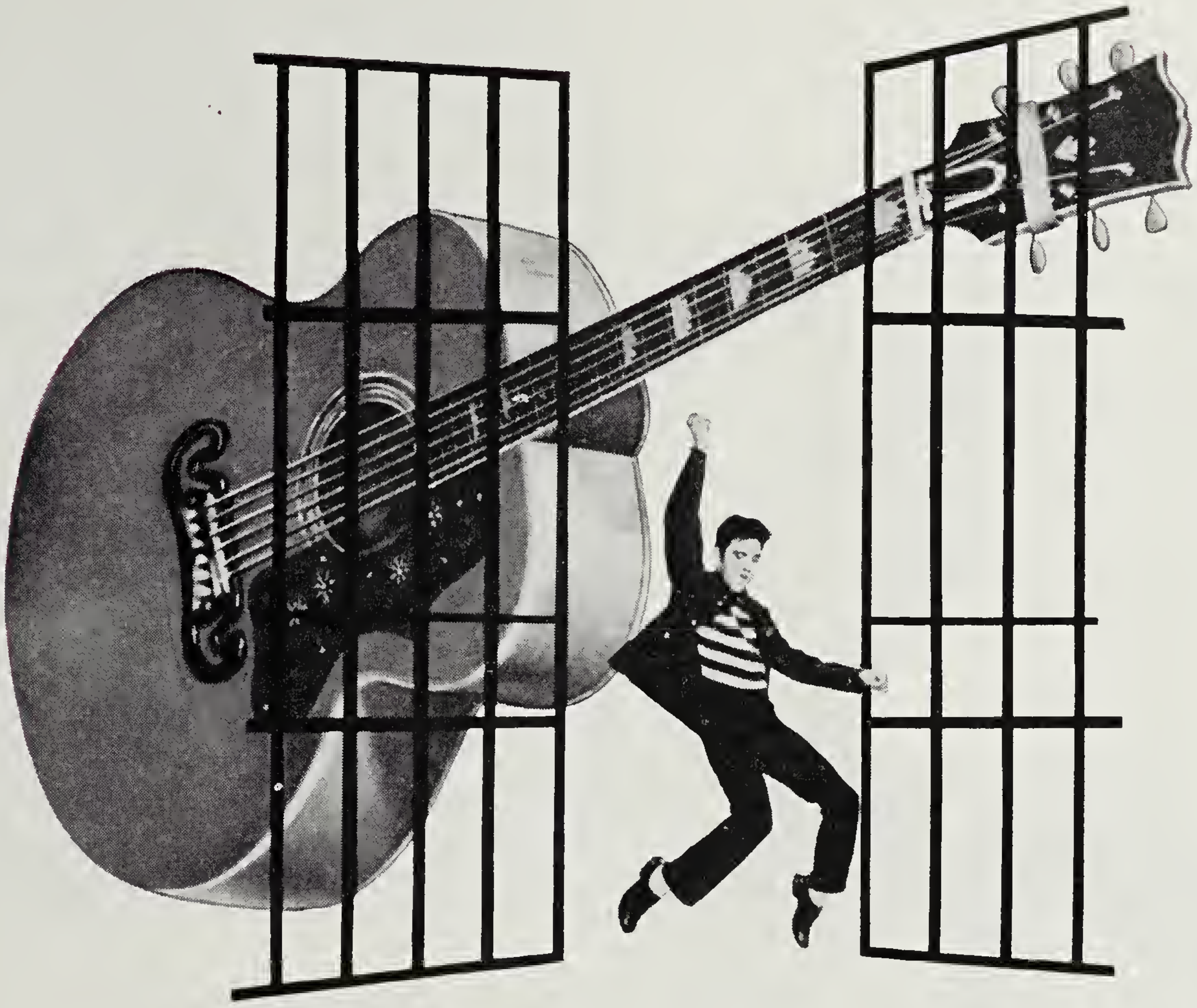
## NOW BOOKING NATIONWIDE AS THE PERFECT THANKSGIVING ENTERTAINMENT!



M-G-M PRESENTS THE DELUXE ATTRACTION!

# ELVIS PRESLEY

## AT HIS GREATEST!



IN HIS FIRST BIG DRAMATIC SINGING ROLE!

# Jailhouse Rock

Co-starring

**JUDY TYLER**

With

**MICKEY SHAUGHNESSY · DEAN JONES · JENNIFER HOLDEN**

Screen Play by GUY TROSPER · IN CINEMASCOPE · AN AVON PRODUCTION

Directed by RICHARD THORPE · Produced by PANDRO S. BERMAN

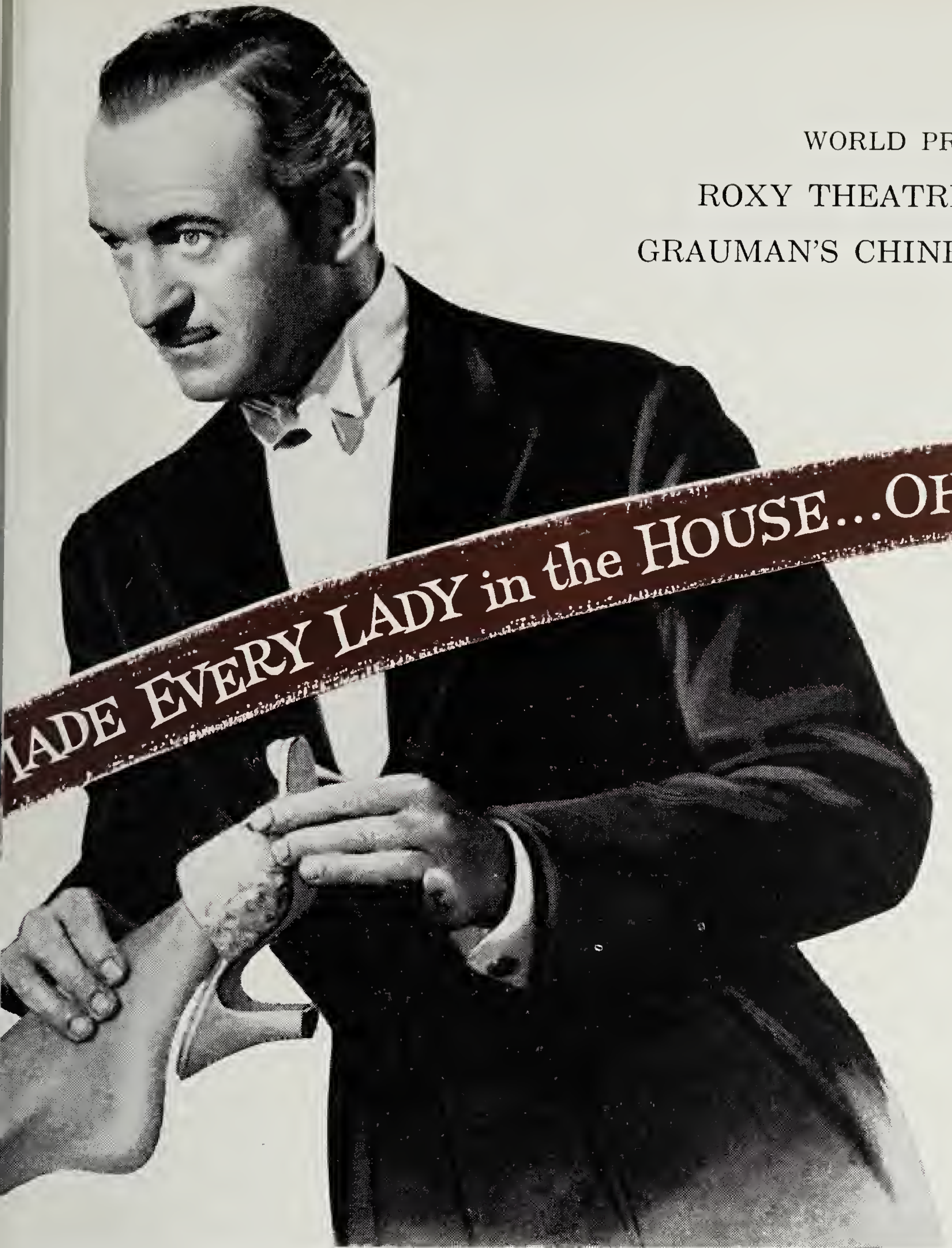
The BUTLER DID IT... H

*Slick Showmanship* *in the* U-I *manner backed with a*
NATIONAL MAGAZINE AD CAMPAIGN...*aimed to*
PRE-SELL *more than 40,000,000 Happy Readers!*

Universal International

*More Box Office Gold from U-I for Hollywood's Golden Jubilee!*

WORLD PREMIERE ENGAGEMENTS
ROXY THEATRE, NEW YORK · October 11th.
GRAUMAN'S CHINESE, HOLLYWOOD · October 18th.


ADE EVERY LADY in the HOUSE...OH SO VERY HAPPY!

He was hired to buttle
BUT, oh, what a battle
when each girl demanded
his very special services!

*Universal-International presents*

# JUNE ALLYSON · DAVID NIVEN

# MY MAN GODFREY

CINEMASCOPE *in Eastman* COLOR

co-starring JESSIE ROYCE LANDIS · ROBERT KEITH
EVA GABOR · JAY ROBINSON · JEFF DONNELL and **MARTHA HYER**

Directed by HENRY KOSTER
Screenplay by EVERETT FREEMAN, PETER BERNEIS and WILLIAM BOWERS · Based on the screenplay by MORRIE RYSKIND and ERIC HATCH and on the novel by ERIC HATCH · Produced by ROSS HUNTER

# Letters . . .

**UNSOLICITED** • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

### From NELIGH, NEB.

I swear, I'm so sick of "ROCK 'N ROLL," "DRAG STRIP," CRIME, HORROR, and PROBLEM pictures that I sometimes wonder what sort of people they have at the head of the studios.

Talk about juvenile deliquency! A good share of the ideas our young people get must be charged to the trash we are forced to show on our screens. We have tried to side-step as many as possible, but with product so short, every now and then it's either slip one in or close up. When we complain about not wanting them, our booker answers: "They gross, don't they?" And that's the trouble, those stinkers do gross. But, to our way of thinking, it still demoralizes the whole industry to have to play trash, and it is still the main reason why theatres have lost so many of their thinking patrons.

Yes, I'm old fashioned! But there must be a lot of family people in the world just like us. And, unless the movie studios get hep to the fact that there are other ways to look at film business besides grosses, they'll kill what should be the world's greatest entertainment. Family entertainment is what we need—good, clean entertainment that can be enjoyed by young and old alike.

We had one of those awful horror pictures booked for a midnight show, but received notice that the exchange couldn't deliver because the "print was decomposed." We aren't wishing anybody any bad luck, but it's too bad that most of the others don't get in the same condition. That's one fire that would do this business a lot of good!

MARJORIE (Mrs. Walter) BRADLEY
New Moon and Drive-In Theatres

*EDITOR'S NOTE: Ahem! They gross, don't they? Maybe the old "Lost Horizon" belief of "everything in moderation" would be more sensible than burning up all the prints. Grosses indicate patron-desire-to-see, and that is what we serve. But if we have too many of any kind of pictures (and we may have had too many of the kind you describe), we are certain to satiate public tastes and grosses will drop. Except for certain types of big city grind theatres, that is what seems to be happening right now.*

### From TIGER, GA.

To be frank I think your trade paper stinks. The reason for this is the lack of guidance on buying and booking I am a small time small town exhibitor and I do the bying and booking for my drive in and I find other trade papers more helpfull with the small town exhibitor has to say on different pictures, never have I gone wrong on what they have to say. I would go as far to say what they have to say about pictures has saved me hundreds on dollars not only on what movies to buy but also when and where to play to play the duds.

As you know a small town is a different situation all together from Atlanta Chicago or any of the big towns. I dont know what it is but it might be that it is differences in taste. There is not a Caddilac in the entire county that I live in and there is plenty of the people has plenty and could easily afford one.

Some people like opera and I believe if I sat through one performance I would be in the bughoune next day.

The solution in my opinion. Have a one a month club each exhibitor dues a breakdown one one movie a month good or bad the one that impressed the most that month I also believe that it would wake up the film co. like all movies be in Tec. I believe that alone would boost box office statements thereforth the dist. would make more dough also anything worth doing is worthy of the best. I find a good movie in Tec. is worth a days extra play. There forth better bictures in color and cut down on the amount they produce.

The film co are not unfair on prices the unfairness comes on the quality. Better quality better prices longer playing time every one makes more money. Except National Screen and Theatres Services.

CLYDE CANNON
Tiger Drive-In

*EDITOR'S NOTE: Sweet smell of success!*

### From NEW YORK, N. Y.

It was certainly gratifying to note your comment on our proposal for a steady flow of product, and the circulation of release information far in advance, in your "HINDSIGHT AND FORESIGHT" editorial in the MOTION PICTURE EXHIBITOR of September 18.

Leonard Goldenson and I have been advocating an orderly distribution of quality product throughout the year for quite some time now. We have made a little progress but we are far from Utopia in this respect.

Of course we have never let up in this campaign and intend to continue to increase the intensity. Therefore, it is most helpful when trade journals like MOTION PICTURE EXHIBITOR take up the cudgel in behalf of orderly distribution, and we appreciate the help.

The appeal for release information on this quality product far in advance, if granted, will enable exhibitors to work well in advance and fill in the time between quality pictures to their best advantage, and there is no denying the benefits of this.

We would like to see a continuous barrage of editorials like yours from all trade papers and journals and, if we can cooperate in any way, please do not hesitate to call on us.

EDWARD L. HYMAN, Vice-Pres.
American Broadcasting-Paramount
Theatres, Inc.

*EDITOR'S NOTE: The reference, on which Mr. Hyman comments, was buried in an editorial devoted to several different related things, so we want to thank him for his obvious careful readership and attention. Crediting to Mr. Hyman "one of the smartest foresight proposals we've heard in a long time" we said: "Let's set up a steady flow of product, spaced at intervals however long, and without regard to holidays or seasons; and let's know about which pictures are coming, well in advance of release, so that, whether advertising, exploitation, or records, we can work in advance and get the full benefit from each." This was merely rephrasing thoughts that Mr. Hyman had previously expounded, and we can't repeat them too often. While good pictures remain scarce, it behooves us to squeeze the last drop of business out of such as we have. That's basic common sense!*

### From PETE ROSIAN

**In our mailbox recently we found the following memo from the jocular eastern division manager of Universal-International: "On the editorial page of MOTION PICTURE EXHIBITOR recently (Aug. 7), you expressed your interest in what happened to all of the 3-D equipment that at one time was so hard to get. The attached should answer your question."**

**The enclosure was a cartoon that might have run in The New Yorker, showing two coatless bums on a park bench. One is telling the other: "Then I put every cent I had into this factory capable of turning out fifteen thousand 3-D glasses a day. . . ."**

**Thanks, Pete! We thought only the theatremen who bought the glasses were on the park benches.**

### From ALBANY, N. Y.

Is this something you can use? (Enclosure was a comic strip titled "GRANDMA" in which that lovable old lady, in response to a query from her young pals on why she wasn't joining them for a "big triple-feature movie," says: "I'd like to see it, kids, but I can't right now. I only have popcorn money enough for a double feature today!")

ALAN V. ISELIN
Auto-Vision Theatre Corp.

*EDITOR'S NOTE: If "GRANDMA" is correct in her movie going demands, then theatremen should have four different sizes of popcorn bags. One size for single features, a different one for double features, still a larger one for triple features, and possibly a "bushel basket" size for those dusk-to-dawn extravaganzas.*

### From CHAMBERSBURG, PA.

Renewing a subscription to MOTION PICTURE EXHIBITOR gives you that nice satisfied feeling, like booking in a "blockbuster" that you *know* will do business.

And how about helping to get the industry behind a drive to legalize Sunday movies throughout this state?

HAROLD KAGAN, Owner
Sunset Drive-In

*EDITOR'S NOTE: Thanks for the comment. As Carmen Basilio is reported to have said after his recent fight, "Why be modest!" But, when you hand a trade paper that Sunday movie job, we think you are overestimating both our circulation and our effectiveness. As a local option law, have you looked up what other theatremen did who were fortunate enough to lick it in their townships?*

MOTION PICTURE
EXHIBITOR

OCTOBER 2, 1957
VOLUME 58 NUMBER 23

## THE NEW CODE REVIEW BOARD

The recently expanded Review Board of the Production Code will now number six theatrical exhibition executives, and four independent producers, as well as the former ten MPA member producers. This is a step in the right direction.

As a matter of fact, this minimum action by the MPA seems to furnish further evidence that the views expressed on this page have, to a certain extent, become molders of industry opinion and action. Back in the issue of December 26, 1956, in an editorial titled "WE NEED DEFINITE RULES . . . AND A COP!" we said as follows: *"What teeth can a Production Code have that limits its influence to only one half numerically of the source of supply (no independent producers), however admittedly important that half is, and ignores the theatre outlets which are the ultimate contact with the public and the income source?"* We then developed this thought with concrete suggestions for more representative and more influential backing that would make the Production Code more enforceable. To the best of our knowledge, MOTION PICTURE EXHIBITOR was the only trade paper that developed any thought in this connection.

Objective thinking of its own, coupled with the providing of a public forum for other responsible thinking, is undoubtedly the function of any trade paper that wishes to command respect. So we would like at this time to reemphasize another section of this same December, 1956, editorial that could serve as an assay of the worthiness of any theatre executive to serve on any Production Code board. Here it is: *"Membership in such an organization would be restricted to reputable and decent theatre owners, who operate their theatres cleanly, who observe all rules of good taste in their own screen entertainment, and who require and respect a Code Seal."*

Failing in any one of these qualifications, any theatre executive serving on any Production Code board, whether now or in the future, should disqualify himself. Any defections in his own theatre operations will seriously downgrade the effectiveness of such a worthy and necessary industry body.

Gentlemen of the expanded Review Board of the Production Code, our genuine congratulations and best wishes!

## TO OUR USED-CAR LOT

The current success that theatremen are experiencing with the double feature package "BATTLE STRIPE" ("The Men") and "ARMORED ATTACK" ("The North Star"), adds verification to something we expounded on this page way back in the issue of April 25, 1956, while talking about the sale of "backlogs" to TV. All those who have played this N.T.A. package will probably say "Amen" to the following: *"If our own major distributors, accustomed to thinking in terms of $2,000,000 to $12,000,000 grosses, and 50 per cent film prices, can't scale their activities down to the level of $25 for two-days-midweek, however profitable, then it looks as though we need some second-hand dealers, or something similar to a used car lot!"* We then illustrated why selling $1,000,000 features for something less than $28,000 per feature, was selling many of them for less than U. S. theatres could and would pay in film rentals, for a properly handled reissue.

Later on, in our issue of August 22, 1956, we expanded this with: *"Not that we expect to see any distributor buy back his old pictures from the TV channels. But there is no reason why the TV sources couldn't set up new, streamlined, and more economical distribution methods, and merchandise these 'backlogs' themselves for pretty nice national grosses. Maybe this will never happen, but it could!"*

And, under Oliver A. Unger, with Al Schwalberg assisting, it has happened at N.T.A.

More power to them! They have provided a little boxoffice tonic when it is badly needed.

This industry should always remember that some Disney pictures never seem to grow old, and seem to gross more and more with each seven-year-reissue effort.

### AND IT SEEMS TO US:

- For consideration in all future discussions of pricing in entertainment, we would like to refer to a story in The New York Times of Sept. 1. It seems that some citizens of the Salt Lake City area, 197 of them, decided they wanted to see "MY FAIR LADY," which wasn't scheduled to play their city, but was currently playing Denver (570 miles away). So the Denver, Rio Grande, and Western R.R. ran a special train. Among the 197 citizens were some who had traveled great distances just to catch the special, with the record being a total round trip of 1,582 miles. The tickets for the road company, starring Brian Aherne and Anne Rogers, cost $5.50; but the Pullman fare from Salt Lake City and return came to $45.10, plus $19.14 for a lower berth. That totals $69.74, plus meals and taxis, for something a particular "public" wants to see. Any questions?

*Jay Emanuel*

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## Walter Green Retiring As President of NTS

NEW YORK—After 48 years in the motion picture equipment field and 29 years as president of National Theatre Supply Company, Walter E. Green last fortnight announced plans for retirement.

Green joined NTS as vice-president in 1926, when the company was founded, and became its president in 1928. He is also a vice-president and member of the board of directors of the General Precision Equipment Corporation and serves as an officer and director in various other subsidiaries of the corporation.

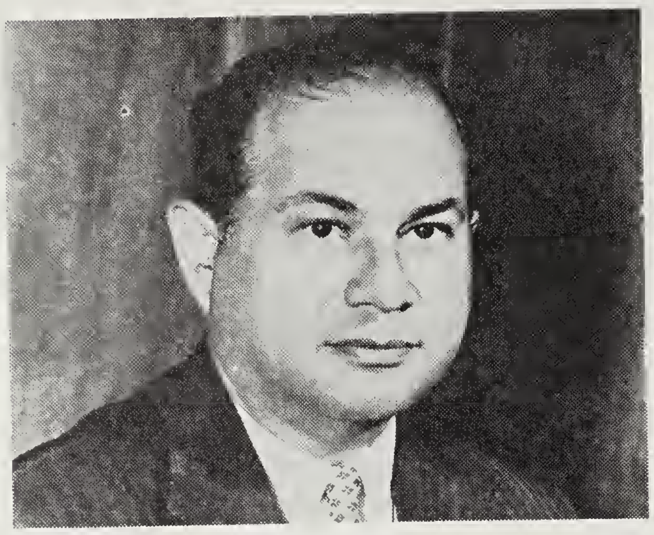
Since 1909, when Green started his career with the Kinetoscope division of the Thomas E. Edison Company, he has been in the equipment end of the motion picture theatre industry. A resident of New Jersey ever since he was born in Orange in 1889, he planned to leave on an extended vacation last week and to retire officially on Dec. 31.

Evidently in anticipation of his retirement at the end of the year, Green announced in the course of the summer that W. J. Turnbull has been named executive vice-president and a director of NTS.

### Eastern "Academy" Planned

NEW YORK—Harold E. Wondsel, president, Film Producers Association of New York, announced last fortnight plans to form an Eastern Academy of Motion Picture Arts and Sciences to achieve recognition for the "important contributions made by New York's motion picture industry to the development of the medium."

The Academy would support the industry in New York through promotional activities, through a series of annual awards to films and to the creative craftsmen responsible for them, and would attempt to attract young people to the field.



**United Artists board chairman Robert S. Benjamin has accepted the chairmanship of the America-Israel Cultural Foundation's 10th Anniversary Dinner-Concert, to be held in the Waldorf-Astoria, New York, on Jan. 13. The event launches a $2.5 million fund-raising campaign for student scholarships.**

## Stanley-Warner Gross, Net Reported Rising

NEW YORK—It was reported last fortnight that the gross income of Stanley Warner Corporation in the final quarter of the year ended Aug. 31 was ahead of the indicated $26,453,000 a year earlier. For the full fiscal year, theatre admissions, merchandise sales. rents, and other income rose to upwards of $110,000,000 from $96,234,257 in fiscal 1956. Gross income for the 39 weeks ended last May 25 rose to $83,808,679 from $70,780,400 a year earlier.

For the 39 weeks ended May 25, the firm showed a 33 per cent rise in earnings to $2,699,591, or $1.25 a share, from $2,029,190, or 94 cents a share, a year earlier. Reports are that fiscal 1957 net was well ahead of the $1.47 a share earned in the preceding year.

The company is continuing to reduce the number of theatres it operates, now down to 227.

## The NEW YORK Scene

### By Mel Konecoff

ARTHUR LUBIN is a director who works hard at it. He's admitted doing some lulus that haven't made a dime and he's admitted doing some commercial stuff that's made nothing but money. In the latter category is the "Francis" series for which Universal gave thanks many a month back, in the old days when "bread-and-butter" features were the thing.

Lubin had a bit of time available between projects, so he decided to pitch in on promoting his latest, "Escapade in Japan," which he directed for the late lamented RKO and which U-I now is releasing. No one else was available from the film, and since he's got a piece of it he decided to go the rounds of press, radio, and TV, as well as to make stops in several cities where openings are scheduled.

"Escapade in Japan" is to Japan what "The Happy Road" was to France, both being eminently fine, family-type pictures. The audience is taken on a tour of Japan as seen through the eyes of a pair of youngsters, one American and one Japanese. As Lubin says, these pictures that are made abroad bring countries and places to viewers who can't normally afford to go and see them themselves. The romance of far away places is brought home to the American public. Incidentally, he opined that it was not cheaper to make pictures abroad. "Escapade" cost $1,200,000.

**LUBIN doesn't know what's the matter with the business. He just knows that he likes to make "different" pictures, off the beaten track, which do business for the most part. Hollywood has a tendency, he claimed, to blame stars appearing in the films if the pictures are flops instead of admitting that the fault was with the stories. Said he, the directors who are also writers have the best films, and he wishes that he could write. Lubin did admit that some of the stars are entirely too old for many of the parts assigned them.**

**His next project could be a TV series; or a film, "Sex and Miss McAdoo," with Joan Crawford and Sal Mineo; or a film in Spain; or a film in Israel; or a film in Turkey. He offered this tip to would-be producers going to Japan: translate your script into Japanese and allow officials and others whose cooperation is needed to read same and if they are not made out to be heavies, a full measure of cooperation will be forthcoming. Ah, so.**

## BROADWAY GROSSES

(As of this Monday)

### "Joker" Does Wild Business

NEW YORK—Two newcomers among the Broadway first-runs caused some refreshing excitement last weekend, with other spots reporting below average business. The bright spots were the Capitol with Paramount's "The Joker Is Wild" and the Victoria with 20th-Fox's "Three Faces Of Eve."

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"LOVE IN THE AFTERNOON"** (Allied Artists). Paramount ($47,654)*—Sixth week was down to $28,000.

**"THE SUN ALSO RISES"** (20th-Fox). Roxy ($81,398)—Friday, Saturday, and Sunday accounted for $28,050, with the sixth week expected to hit $45,000. Usual stage show.

**"THE PAJAMA GAME"** (Warners). Radio City Music Hall ($146,192)—Thursday through Sunday reported at $94,000, with the fifth and last week estimated at $130,000. Usual stage show.

**"THE JOKER IS WILD"** (Paramount). Capitol ($39,813)—The opening week was estimated at a sensational $83,000.

**"3:10 TO YUMA"** (Columbia). Astor ($24,578)—Fifth week dropped to $14,000.

**"THREE FACES OF EVE"** (20th-Fox). Victoria ($21,930)—Open week good with $28,000 reported.

**"PORTLAND EXPOSE"** (Allied Artists). Loew's State ($18,644)—Opening week expected to reach $15,000.

**"MAN OF A THOUSAND FACES"** (U-I). Palace—The last nine days, including the seventh week, was claimed at $17,000.

**Figures in parentheses represent 1956 weekly averages as reported in MOTION PICTURE EXHIBITOR.*

### Goldwyn Suit Postponed

SAN FRANCISCO—The long pending anti-trust suit of Samuel Goldwyn filed in May, 1950, which finally got under way here recently, appeared last week destined for another lengthy delay.

It was announced that the case is being put over for at least a month to permit Federal Judge Edward P. Murphy to preside over a case in Idaho. The case has met several postponements since it began due to the Judge's illness.

### NLRB Jurisdiction Stated

WASHINGTON—The National Labor Relations Board last fortnight ruled that annual gross of less than $2,000,000 by a motion picture circuit is insufficient in amount to warrant the Board taking jurisdiction in a complaint by a projectionist that he was discriminatorily discharged from his job.

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# Toll Television Issue Up To Congress

## Scrambled Broadcast To Fail, Shapp Says

HOLLYWOOD—In an address last fortnight before the Screen Producers Guild, Milton J. Shapp, president, Jerrold Electronics Corporation, declared that scrambled television broadcasting will "fall flat on its face" when tested.

Shapp repeated his contention that any such broadcast can easily be broken, and referred to such methods as "monstrosities," repeating that he has been advocating for years that "there is only one practical way to bring boxoffice entertainment into the American homes—that is by means of cable."

"Regardless of what final action the FCC takes in this matter," the Jerrold Electronics head said, "it will make no practical difference. As a business venture scrambled broadcasting is doomed to bankruptcy."

Shapp also was critical of the open wire proposal advanced by Skiatron for Los Angeles and San Francisco, claiming that an installation of that nature has been installed at Miles City, Mont. "Anyone interested in this matter should visit Miles City to observe the snowy and ghostly TV pictures being distributed on this relatively small system," he said.

Shapp said he believes that the flat monthly fee basis for charging for cable theatre service is desirable, but added that Jerrold is developing a metering system that will record program choices at a central office, in the event the future proves that individual program billing is desirable.

## UA Suburban Previews

NEW YORK—United Artists is inaugurating a new suburban preview program aimed at developing wider support for downtown first-runs and increased attendance at suburban houses, it was announced last week by Roger H. Lewis, national director of advertising, publicity, and exploitation.

Designed to tap the largely neglected potential of the big, new communities fringing major cities, the pioneering project was launched in Levittown, Long Island, with a special showing of Heath Productions' "Time Limit" in the new Levittown.

A number of additional suburban previews of "Time Limit" were to be held in the New York-New Jersey-Connecticut area. If successful, the pilot pilot program will be applied on a wider scale to future United Artists releases.

## U-I Honors Aboaf

NEW YORK—October Aboaf Month, a five-week sales drive honoring Universal-International vice-president and foreign general manager Americo Aboaf, was announced last week by Alfred E. Daff, executive vice-president, Universal Pictures, Inc., and president of its overseas subsidiary.

Forty of the company's foreign branches are participating in the drive, which was to get underway last week and end on Nov. 2, to coincide with the conclusion of the company's fiscal year.

## Admissions Up

WASHINGTON—According to the Bureau of Labor Statistics in a report showing 0.2 per cent advance in the August cost of living index, the prices of movie admissions were up "in a few cities."

## Harling, Rembusch Challenge FCC Toll-TV Authority

**NEW YORK—Philip F. Harling and Trueman Rembusch, co-chairmen, Joint Committee on Toll-TV, last week iterated the position of the Committee that the FCC does not have the jurisdiction to authorize any tests of toll-TV. However, the announcement of the FCC's report shows the caution with which they approached the subject and gives the opponents of the system full opportunity to decide the course to take to further oppose it, the chairmen said.**

**The grass root exhibitors in the United States and the great mass of the American public will now have another chance to urge the Congress to outlaw toll-TV, Harling and Rembusch stated further, noting that there are now more than five Senators and 20 Congressmen actively opposed to the pay devices and bills outlawing toll-TV have been presented to legislative committees and should soon reach the floor of Congress.**

## ATOI Convention

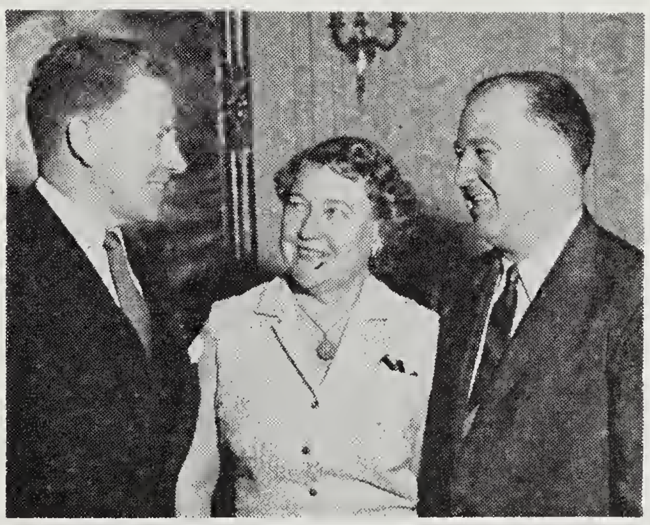
INDIANAPOLIS—The Allied Theatre Owners of Indiana will hold its 31st annual convention at the Hotel Marott here on Oct. 15-16.

It was announced last week that on the agenda will be such topics as industry wide campaigns, advertising methods and local exploitation, community and public relations, effective booking, theatre operating policies, cable theatres, toll television, availabilities and print shortages, equipment and proper presentation, clearances and "special handling" pictures, and similar matters.

## Columbia Earnings Dip

NEW YORK—Earnings of Columbia Pictures in the fiscal year ended June 29, 1957 were reported last week as $2,250,000. This compares with $2,670,000 for the year ended June 30, 1956.

The earnings per share of common stock were $1.80 in 1957, as compared with $2.17 per share the year before. These earnings are after preferred stock dividends are based on the 1,122,800 shares which were outstanding on June 29, 1957.



George Murphy, MGM Ambassador of Goodwill who will participate in the ceremonies attendant to the world premiere of "Raintree County,' in the Brown, Louisville, Ky., on Oct. 2, recently met Kentucky Governor Happy Chandler and his wife to discuss preliminary arrangements.

## Solons Announce Hearings For January; Two Pending Bills Would Outlaw Subscription Television

WASHINGTON—With the recent decision of the Federal Communications Commission which paved the way for a three-year test period of toll television being greeted with many pro and con opinions by the industry and lawmakers, it became apparent last week that Congress will have the final say on the subject when it reconvenes shortly after the first of the year.

House Commerce Committee chairman Harris (D., Ark.) last week announced that his group would hold hearings on subscription television shortly after Congress meets. He said the committee would hear FCC chairman Doerfer and other members of the Commission and then would "decide what action should be taken on legislation dealing with subscription television." A bill pending before the committee, introduced by Representative Celler (D., N. Y.), would outlaw subscription television.

Harris said the committee would give "careful consideration to the need for further legislation dealing with the matter in a manner designed to protect the public interest." He interpreted the FCC announcement that it would accept applications from TV stations for a public test of subscription television, but would not act on them before March 1, as an indication that the FCC was inviting Congress to step in. Consequently, this prompted the Committee to hold hearings, a definite date for which will be announced later, he said.

Decision of the House Commerce Committee, it was said, might prompt similar action from the Senate Commerce Committee, which has before it a bill by Senator Thurmond (D., S. C.) to outlaw toll-TV.

In an address before the New York Chapter of the Academy of Television Arts and Sciences later in the week, Representative Celler referred to subscription TV as "gas-meter television" which discriminates by "favoring those able to pay as against those not so fortunate." He said toll-TV does not guarantee good programming any more than the present system does and predicted that advertising would be included in toll-TV operations if the medium ever comes into being.

### Conflicting Views Aired On Exhibs vs. Toll-TV

HOLLYWOOD — Paul MacNamara, vice-president in charge of public relations, International Telemeter Corporation, told the fourth annual convention of the National Community Television Association last week that it appears "that motion picture exhibitor opposition to pay television is being reduced." He added that the cable operators and theatre owners could work together for their mutual benefit.

Jack D. Wrather, Jr., producer of several filmed TV shows and owner, KFMB-TV, San Diego, felt the exhibitor's "preconceived notions" should work against toll-TV development. Movies in the home, he said, "are basically unsound, for motion picture exhibitors will not compete with themselves." The problems toll-TV interests must face, Wrather

(*Continued on page 16*)

# Cities For Cinemiracle Bow Set; NT To Make 12 In Five Years

SOLVANG, CAL.—New York, Chicago, Miami, and Los Angeles are the four key cities National Theatres has selected to launch "Cinemiracle Adventure," in its new Cinemiracle screen presentation, Elmer C. Rhoden, president, revealed here last week at the circuit's annual convention at the Alisal Ranch. The NT chief pointed out that the Louis de Rochemont production will be released to the public early in 1958, with a view toward liquidating its cost in one year.

In his address to NT's top echelon, assembled here from 20 states, Rhoden said plans call for the filming of three pictures in Cinemiracle annually during the next five years and the acquiring of 12 new story properties. Charles L. Glett, president of NT's subsidiary for diversification, National Film Investments, Inc., declared that "the development and realization of Cinemiracle in 1957 will rank in importance with the advent of sound in 1927." Cinemiracle, Glett predicted, will be "the giant in the vanguard of all entertainment media that is destined to create the urge to go to the movies as a class habit to the ultimate benefit of the entire industry." Thornton Sargent, NT ad-pub director, told the delegates an ambitious exploitation-publicity campaign has been mapped to pre-sell "Cinemiracle Adventure."

Rhoden also cited the "plus" factors in favor of the motion picture industry as being the population growth of the nation; a possible reduction or elimination of the admission tax; the novelty of TV wearing off; a shorter work week, which will give showmen an opportunity to fight more for the newly-available recreation time; and for NT the integration of Cinemiracle.

"Minus" factors facing exhibitors, Rhoden said, are the acute shortage of film product; government restrictions which have unfairly hampered the industry as a whole in both time and money; and the lack of unity among industry leaders, although he hailed the decision of the industry to sponsor next year's Academy Awards presentation over TV, and free TV movies. Despite this rugged resistance, Rhoden asserted, NT in 1957 will gross about $59,000,000 and will earn over $2,000,000.

Other speakers discussing Cinemiracle included R. H. McCullough, NT Cinemiracle research director; Coleman T. Conroy, Jr., camera photographic head; Borden Mace, of de Rochemont's staff; James Hardiman, Cinemiracle unit publicity; and Charles Cochard, Lou Smith Organization.

## Cantor To Israel Bond Post

NEW YORK — Eddie Cantor has been elected national chairman of the Builders of Israel, in order to help provide housing for 100,000 immigrants to Israel through the sale of Israel Bonds.

Cantor, long identified with work for Israel, was a principal speaker at the Economic Mobilization Conference for Israel Bonds, attended by 1,400 delegates last fortnight in the Waldorf-Astoria Hotel.

## Warners Declares Dividend

NEW YORK—At a special meeting last week of the board of directors of Warner Brothers Pictures, Inc., a dividend of 30 cents per share was declared on common stock, payable Nov. 6, 1957, to stockholders of record Oct. 11, 1957.

## Fight Telecast Grosses Viewed As Disappointing

**NEW YORK—Although no boxoffice figures were available to compare with previous fight telecasts, Nathan L. Halpern, president, Theatre Network Television, indicated last week that receipts for the theatre closed-circuit telecast of the Robinson-Basilio middleweight championship fight were "below expectations."**

**The telecast was seen in 174 theatres in 131 cities throughout the United States and Canada. There were no technical difficulties reported.**

**William J. Heineman, distribution vice-president, United Artists, claimed a record total of 7,000 or more playdates in the U. S. and Canada would be rung up for the theatrical motion pictures of the fight, to which UA has world-wide motion picture rights.**

## AB-PT Production Sked Increased To 15 For '58

HOLLYWOOD—Sidney M. Markley, vice president, American Broadcasting-Paramount Theatres, Inc., last week announced expansion plans for its film production subsidiary, AB-PT Pictures Corporation, which started activities last December with a program of five low-budget features intended to relieve the alleged product shortage.

The production subsidiary, of which Irving H. Levin is president, has its own offices here, but rents stage space and equipment at the Republic Pictures studio; Republic exchanges handle the physical distribution of the releases.

Markley said the corporation was encouraged by early results of its entry into production and plans to increase its schedule to some 15 pictures next year, to cost anywhere from $300,000 to $1,000,000 each. An effort will be made to "attract more creative people," and budgets for the new group of pictures will be set according to story values and other merchantable potentials, it was said.

"We do not intend to limit ourselves to any one category of production," Markley went on. "We feel there is a vast area of good boxoffice pictures between the blockbuster and the gimmick picture, and we intend to explore this field to the fullest."

## Foster Heads Rosen Speakers

NEW YORK—Arnold Foster, general counsel and director, civil rights division, Anti-Defamation League of B'nai B'rith, was to be the principal speaker at the Cinema Lodge, B'nai B'rith Honor Night to Samuel Rosen, executive vice-president, Stanley Warner Theatres, in the Hotel Sheraton-Astor today (Oct. 2), Jack H. Levin, chairman of the evening, announced.

## Continental Adds Another

NEW YORK—Continental Distributing has acquired the United States distribution rights to "Deadlier Than the Male" ("Le Tempes des Assassins"), starring Jean Gabin and Daniele Delorme, it was announced last week by Walter Reade, Jr., chairman of the board.

## Loew's Management Sued By Tomlinson

WILMINGTON, DEL.—Loew's, Inc., president Joseph R. Vogel and three other directors were named as defendants in a U. S. District Court suit filed last week by Joseph Tomlinson, another director, seeking to prevent the use of proxies favoring the Vogel group at the Loew's stockholders meeting to be held in New York on Oct. 15.

Tomlinson charged that the proxy solicitation for Vogel constitutes violations of the Securities Exchange Act and Regulation X-14 of the Securities and Exchange Commission.

A hearing was fixed for Oct. 10 by Chief Judge Paul Leahy on application of Tomlinson's Wilmington attorneys, Arthur G. Logan and Aubrey B. Lank.

In the complaint, Tomlinson asserts that he "has requested the Securities and Exchange Commission to enjoin the use of the proxies" obtained as a result of alleged "false and misleading statements" in the proxy solicitation material, but that "the Commission has failed to take such action." Accordingly, the court is asked to enjoin the defendants, Loew's, Vogel, William A. Parker, George L. Killion, and John L. Sullivan, "during the pendency of this action and permanently" from "Continuing to use or transmit to the stockholders of Loew's the proxy statement and letter dated Aug. 9, 1957, and any other statement which contains false and misleading statements or omits any material facts which are necessary in order to make such statements not false or misleading . . . Continuing to use or transmit to the press or release to the press any affidavits or other matter which contains false or misleading statements or which omits any material facts which are necessary in order to make such statements not false or misleading . . . Using or acting under or pursuant to and, in the case of defendant Loew's, Incorporated, permitting any of its officers or agents, including the judges of election at any stockholders' meeting, to accept as valid any proxies obtained by the defendants including specifically the proxies obtained during and by means of the July and August 1957 solicitations, as well as the subsequent solicitations for the proposed special meeting of stockholders now scheduled for October 15, 1957, and that all such proxies be impounded by the court."

Logan announced that the Tomlinson group would appeal from the Sept. 19 decision of Chancellor Collins J. Seitz in the Court of Chancery of Delaware. A stockholders list, he said, was submitted to the Tomlinson group prior to the Sept. 24 deadline set by the chancellor in the opinion.

Later in the week, Tomlinson issued a statement denying that he seeks control of Loew's, and asserting that his "sole interest is and has been to assure competent and able management for the company."

## Skouras Memorial Dedicated

LOS ANGELES—Observance of the fifth anniversary of the consecration of the Saint Sophia Greek Orthodox Cathedral was to be held this week with the dedication of the initial unit of the $600,000 Charles P. Skouras Memorial Center at Normandie Avenue and Pico Boulevard.

## Stewart In PCC Post

HOLLYWOOD—James Stewart was named last week to head the 1958 campaign for the Permanent Charities Committee, succeeding Jerry Lewis, who was chairman of the 1957 drive.

## 82nd SMPTE Meeting Convenes This Week

PHILADELPHIA—The 82nd convention of the Society of Motion Picture and Television Engineers is slated to convene here this week in the Sheraton Hotel. The first two days of the meeting were expected to be of particular interest to exhibitors and the industry in general; they are devoted to sessions on film projection practice, sound, and laboratory practice, as well as closed-circuit television.

A total of eleven papers pertaining to laboratory practices in the motion picture industry were to be presented in two sessions on the opening day, while five papers relevant to closed-circuit TV as it pertains to entertainment and education were to be read the following day.

The SMPTE Journal Award was to be presented to Earl M. Lowry and J. Gordon Jarvis, of the Eastman Kodak Company research laboratories, in the course of the convention, while the Samuel L. Warner Memorial Award was to go to Colonel Richard H. Ranger, president of Rangertone, Inc. The David Sarnoff Gold Medal Award was to be presented to Ampex Corporation's Charles P. Ginsburg.

### NTA Names Directors

NEW YORK—Ely A. Landau, president, National Telefilm Associates, has announced the appointment of three new directors, B. Gerald Cantor, president, Cantor, Fitzgerald and Company; Robert Westheimer, Westheimer and Company; and Jack M. Ostrow, California attorney and entertainment industry business manager.

The three new directorships raise to seven the number of NTA board members. The other four directors are officers of the company.

Later, Landau was named NTA board chairman and chief executive officer, while Oliver A. Unger was upped to president. Harold Goldman, former sales vice-president, becomes executive vice-president.

# *Griffing Reports On Telemovies, Sees System As New Industry*

NEW YORK—The first detailed report of the telemovies operation in Bartlesville, Okla., since its launching early last month was provided the press last week by Henry S. Griffing, president of Video Independent Theatres, in the course of a press conference in the Plaza Hotel here. In the Bartlesville theatres of the Video circuit the Jerrold Electronics system has been transmitting films to an increasing number of home television sets in the last four weeks with what Griffing indicated he considers satisfactory results.

Griffing put particular emphasis on his view that the experimental telemovie undertaking should eventually become a third phase of exhibition, complementing the conventional and the drive-in theatre, disclosing at the same time that the circuit has applied for and received some 30 franchises for similar operations in various cities throughout the southwest and that exhibitors in those locations have been invited to cooperate with Video, and, in most cases, have accepted.

At the present time, two channels are in operation in Bartlesville, Griffing said, and between them offer a change of motion picture each day. One shows first runs with thirteen product changes each month, while the other carries older films.

At last fortnight, according to Griffing, there had been 743 applications for telemovies, with 472 installations completed. "A conservative estimate" of the break-even point for Video, he said, is 2,000 installations, and it is anticipated that it will require a year of "hard selling" to reach this goal.

Among other points of particular interest spelled out by the Video head, it was stated emphatically that four things are "out," so far as the telemovie operation is concerned: there will be no advertising on the Video channels; no installations "on the cuff" for reviewers or anyone else; programming will be held to motion pictures only; and there will be no switch-over to transmission by air should the FCC eventually okay that toll system. Explaining the latter policy, Griffing said that it provides inferior security and greater expense to operate and maintain.

Griffing said that he considers the $9.50 monthly charge to subscribers as competitively fair to the Bartlesville conventional and drive-in theatres, all operated by Video. He estimated that the average family there spends $2.50 per month in the theatres.

With respect to the Bartlesville reaction to the novel system, Griffing described it as "very favorable" in the first three weeks, but declined to verify earlier reports that theatre attendance remains steady. He stated that he felt it was too early last week to reach any conclusion.

### Exhibs Converge On Bartlesville To Inspect Telemovie System

**OKLAMOMA CITY—E. R. Slocum, executive director, United Theatre Owners of Oklahoma, observed last fortnight in a bulletin to members that exhibitors from many states have been to Bartlesville, Okla., to observe personally the telemovie installation of Video Independent Theatres.**

**Slocum announced that the Telemovie Fall Festival, official launching of the system, to which exhibitors have been invited, has been postponed from this week to Oct. 21-26. Slocum advised that substantial motel and hotel space was to be available to visitors.**

## Republic Stock Deal Remains Unresolved

NEW YORK—Joseph Harris, president, Essex Universal Corporation, last fortnight charged that he had been prepared to close a deal for acquisition of Herbert J. Yates' 25 per cent controlling stock interest in Republic Pictures when Yates refused to conclude the agreement.

Harris said that Essex "will seek legal redress for breach of contract and specific performance." It was said that the deal called for the sale by Yates to Essex of 566,223 shares of Republic common stock for $1,698,669. Meanwhile, the board of directors of Republic, at its regular meeting, authorized payment of a dividend of 25 cents per share on the preferred stock on Oct. 1 to shareholders of record on Sept. 27.

Rumors of Republic's sale have persisted despite repeated denials.

## Skiatron TV Announces Pacts For New Product

NEW YORK—Arthur Levey, president, Skiatron Electronics and Television Corporation, informed a stockholders meeting last week in the Fifth Avenue Hotel that Matty Fox's Skiatron TV, Inc., program to launch closed-circuit toll-TV operations on the west coast next year includes pacts for new films "with several companies."

The stockholders approved modification of the corporation's royalty agreement with Fox's company to cover the latter's entry into closed circuit operation, the further issuance to Skiatron TV, Inc., of warrants to purchase 250,000 additional shares of SETC common at $5 per share and issuance of additional shares not to exceed 250,000.

The closed circuit wire operation set to start in the spring in San Francisco and Los Angeles is tied to the anticipated moves of the Brooklyn Dodgers and the New York Giants baseball teams to the west coast, and calls for noon to midnight programming with three channels employed.

There would be free programs in addition to those for which a charge will be made, Levey stated. One channel would carry free music and free educational programs for children are planned.

It was disclosed that three companies are tooling up for mass production of Skiatron's Subscriber-Vision decoders. They are said to be Westinghouse, Motorola, and IBM.

Levey expressed the opinion that in the telemovies operation in Bartlesville, Okla. Video Independent Theatres was "taking a chance" on having the programs picked up by non-subscribers via radiation, since no scrambling of the picture was entailed. He said that when the Federal Communications Commission okays toll-TV broadcasting, Skiatron would proceed in that direction.

**Charles J. Feldman, Universal vice-president and general sales manager, and Robert C. Rothafel, managing director, Roxy, New York City, sign contracts for "My Man Godfrey," first Universal film to play the theatre in 16 years.**

### Two More "Raintree" Bows

NEW YORK—Two additional regional premieres of "Raintree County," in Chicago on Oct. 23 and Washington on Oct. 29, have been set by MGM sales executives, it was announced last week. This brings the total of special engagements of the Camera 65 production to five.

### Heart Committee Sponsors

HOLLYWOOD—Eddie Cantor and Louella Parsons, cochairmen, announced last fortnight that Spyros Skouras and Jack Warner will serve as cosponsors of the newly-formed Heart Committee of the Motion Picture Industry.

# THE MIGHTIEST ONE

# CARY GRANT
# FRANK SINATRA
# SOPHIA LOREN

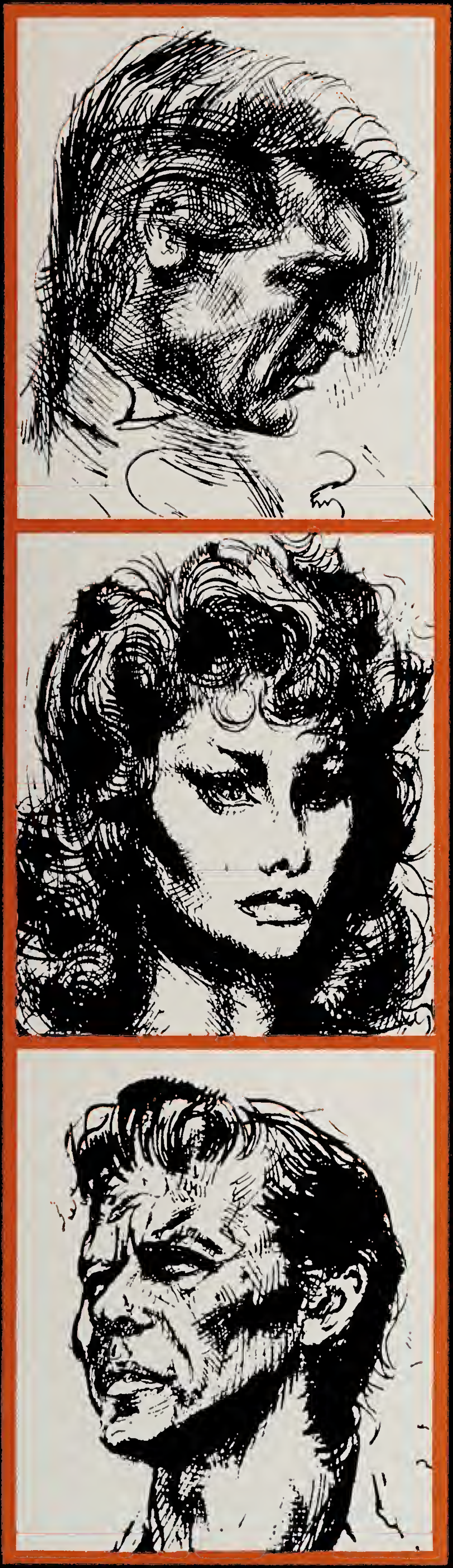
in STANLEY KRAMER'S MONUMENTA

# "THE PRIDE and
# THE PASSION"

TECHNICOLOR® VISTAVISION®

with THEODORE BIKEL · JOHN WENGRAF · JAY NOVELLO · JOSE NIETO · CARLOS LARRANAGA · PHILLI

YOU HAVE NEVER SEEN ITS LIKE—
AND MAY NEVER SEE ITS EQUAL!



# The total gross for "THE PRIDE AND THE PASSION" in its first engagements* is the highest of any picture in UA history in regular release!

* NEW YORK—Capitol; LOS ANGELES—Fox Wilshire; CHICAGO—State Lake; ATLANTIC CITY—Roxy; OCEAN CITY, N. J.—Village; SAN FRANCISCO—United Artists; CLEVELAND—Loew's Stillman; DETROIT—Michigan; CINCINNATI—RKO Grand; PHILADELPHIA—Viking; WASHINGTON—RKO Keith; BUFFALO—Shea's Buffalo; KANSAS CITY—Roxy; DENVER—Paramount; PITTSBURGH—Penn; SEATTLE—Fifth Ave.; PORTLAND—Paramount; JACKSONVILLE—St. John; MINNEAPOLIS—RKO Orpheum; ST. PAUL—RKO Orpheum; NEW HAVEN—Roger Sherman; MEMPHIS—Loew's Palace; TOLEDO—Loew's Valentine; SYRACUSE—Loew's State; COLUMBUS—Loew's Broad; NORFOLK—Loew's; RICHMOND—Loew's; BOSTON—Gary; LOUISVILLE—State

LIFT

# The International Scene.....

## Canada

### Benefit Shows Reap Editorial Reappraisal

TORONTO—Theatres in Canada are suffering at the hands of promoters who bring in shows under the sponsorship of service clubs and are sold on the basis that the revenue will go for charity. Too often the charity nets a very small return and much of the money goes from the town.

In the Ottawa Valley, some encouragement by the Ottawa Valley Amusement Company, under Russ Simpson, general manager, prompted the editor of the newspaper at Pembroke to do a little checking on the matter and he came up with a hard-hitting editorial.

Examining the situation, the editor wrote, in part: ". . . Four carnivals this summer, none of them very good and none of them very different one from another, took thousands of dollars out of Pembroke. It is money that will never return in the form of wages, purchases or taxes, a rather staggering price to pay for entertainment of dubious value."

Simpson, an executive of the Motion Picture Theatres Association of Ontario, comments: ". . . these rackets have become alarming in their proportions, and certainly very detrimental to the theatre in the town." He adds, ". . . if more theatre owners would interest themselves in stamping out this problem, theatre exhibition generally would benefit."

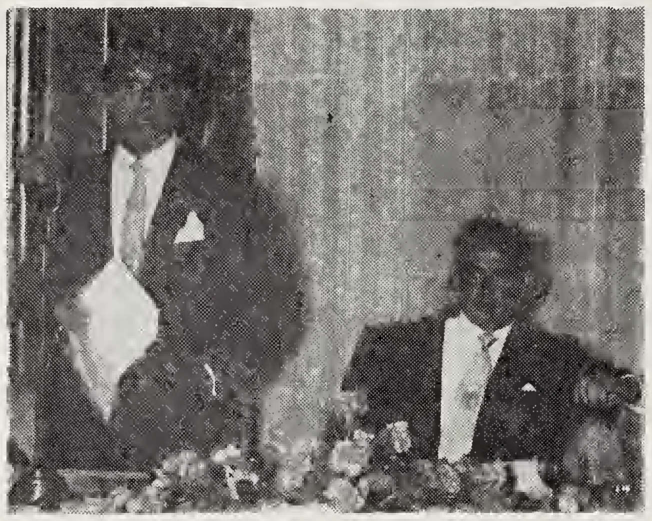
Simpson said he was trying to swing the service club promotions into the theatres, where "we can give these service clubs a legitimate break and a good return for the charity dollar as against the questionable enterprises that they have seen fit to enter into."

### Canadian Comment

An activity of the National Film Board best-known to the thousands of tourists who come to Canada is the Board's exhibition of travel films. Last year, the Summer Tourist Film Program involved some 1,200 separate shows to an audience in excess of 1,000,000 people. The films are shown at fairs, parks, open-air theatres, on trains and ships, and in every conceivable location where potential tourists may be.

Involved in the presentations are community film councils and libraries, provincial tourist bureaus and departments of education, staffs of almost all parks, Chambers of Commerce and other groups who contribute films, equipment, personnel, and other facilities. The films have been shown in such out of the way spots as at Gander International Airport, Newfoundland, and the Kiwanis Park in Saskatooon.

Associated Screen News is dropping out of film production except for theatre trailers and Canadian sequences for U. S. newsreels playing in Canada. Its production equipment has been purchased by Edward Productions of Montreal, which also has rented the ASN studio and office space, using the 5271 Western Avenue address for itself. Joining Edward are Jack Hynes, former assistant to Murray Briskin, executive assistant to Maxwell Cummings, ASN president; Bill Mathews, cameraman; and Barry Lucking, soundman. Briskin has announced that ASN will concentrate its activities on the operation of its laboratory and an extensive modernization and expansion program is in the planning stage.



**Jack L. Warner, Warners president, recently told leaders of the British government and of the motion picture and television industries, at a London luncheon in his honor, that the company is prepared to film motion pictures "at every crossroads and corner of the world." Arthur Abeles, managing director, Warner Brothers Pictures, Ltd. is seen at his left.**

The A-G-E Film Society, which is holding Sunday showings in the Hyland, Toronto, this year, opens its program Oct. 14. The Society plans nine shows, and has taken a larger theatre because of the intense interest there is in the older films. . . . The Variety Village for Handicapped Boys, sponsored by Toronto Variety Club, Tent 23, will benefit from an appearance at the Maple Leaf Gardens, Toronto, of Her Majesty's Black Watch Band. . . . The Marks, Oshawa, was reopened. Repairs were made to the roof of the building. The house is operated by Better Theatres, Ltd., of which Bruce McLeod is president. It is managed by William Payne, booked by Independent Theatre Service, and is the second largest theatre in Oshawa. . . . Three TV applications will be heard by the Canadian Broadcasting Corporation board of governors at its fall meeting. The applications come from Yorkton, Sask., Cape Breton, and Elk Lake, Ontario. . . . City Council of Regina refused the request from theatremen that the municipal amusement tax be reduced. It rejected their argument about the adverse effect of TV, saying that in the larger cities movies were making a comeback.

—Harry Allen, Jr.

### 70 Todd-AO Theatres Seen By Spring; Foreign Units Grow

**NEW YORK—Douglas Netter, vice-president, Todd-AO Corporation, reported last fortnight a total of 55 installations of Todd-AO projection equipment have been made in the United States and Canada. He predicted that there would be 70 to 75 installations by next spring.**

**Albert Leonard, foreign representative for Magna Theatres, reported that the Philips Company of Holland has completed 13 Todd-AO 70mm installations overseas and that between 20 and 25 overseas installations are expected within six months.**

## Fox Release Schedule Sets 3-Month Record

NEW YORK—The largest number of pictures to be distributed by 20th-Fox in a three month period, 16 attractions, will be released in the fourth quarter of this year, it was announced last fortnight by general sales manager Alex Harrison in the course of a two-day home office meeting of division and district managers.

In gearing the company's distribution plans to the peak holiday seasons, Harrison declared that David O. Selznick's "A Farewell To Arms" and Jerry Wald's "Peyton Place" will be made available for special pre-release engagements at Christmas.

Harrison also announced that between 25 and 30 showmanship pictures from Regal Films will be released by the company in 1958, augmenting the previously announced schedule of 37 CinemaScope pictures for next year.

### U.S.-British Pact Extended

WASHINGTON—Anglo-American conferees last week agreed to extend the existing film agreement between the United Kingdom and the U. S. without change for a period of one year, through Sept. 27, 1958. The agreement limits to $17 million the remittances that American companies may transfer unconditionally of their annual earnings in the U. K.

Gordon Knight headed the British group discussing the agreement with MPAA president Eric Johnston and other U. S. representatives.

### Widmark Hits The Road

NEW YORK—Richard Widmark is making a nine-city tour in behalf of his Heath Productions' "Time Limit," it was announced last week by Roger H. Lewis, United Artists national director of advertising, publicity, and exploitation.

The coast-to-coast swing was to be launched in Denver this week with personal appearance stands following in Chicago, Detroit, Boston, New York, Philadelphia, Washington, and Los Angeles.

### Goldberg Bosses Warners Move

NEW YORK—Warners last week announced the appointment of Herman Goldberg as home office maintenance manager, effective immediately. Goldberg assumes his new duties in addition to his present post as maintenance and purchasing supervisor for the company's exchanges.

Goldberg will be in charge of the moving of the company headquarters from 321 West 44th Street to new offices at 666 Fifth Avenue.

### Cinerama Adds Canadian Unit

TORONTO—The completion of a deal to operate the University as a Cinerama institution was announced last week by Stanley Warner. The deal was negotiated between B. G. Kranze, SW vice-president and Rube Bolstead, Famous Players of Canada.

### Toll-TV

*(Continued from page 9)*

said, include programming sources and allocation of revenue. In addition, he said, unions and guilds would be demanding a share in the profits.

The possibility of government regulation of toll-TV was vigorously opposed by E. Stratford Smith, general counsel for the association, who urged the members to "resolve immediately" the question of federal supervision. He said there exist "pressures to bring it under public utilities regulations."

# $HOWMAN$HIP $WEEP$TAKE$

## 1955-56 SERIES Finalists In Contest No. 17

**George Nonamaker**
*Editor*

## Milking, Legs Contests Help Capture Sweeps

PHILADELPHIA—The showgal winner of SHOWMANSHIP SWEEPSTAKES' Contest 17, Diane Gordon, Stanley-Warner Oritani, Hackensack, N. J., came through with flying colors with an entry embracing a half dozen variations of tried and proven, extra, inexpensive boxoffice attractions, all of which paid off handsomely for her (in addition to the $100 she wins here for her efforts).

Given here in brief, these stunts may well prove to be that b.o. stimulii other exhibitors have been looking for.

### WINNING ENTRY

### OPERATION SHOWMANSHIP

**Submitted by Diane Gordon,**
**SW Oritani, Hackensack, N. J.**
**1800 seats • 85 cents top admission**
**General patronage.**

Here's a gal manager who tries every trick in the showmanship book and comes up with a flock of stunts with all expenses and costs promoted and sponsored by local merchants at no cost to the theatre. Each campaign was planned to include every facet of selling and promotion and money-producing activity, including many, many no cost co-op ads, and unprecedented newspaper publicity. A total of $1092 was actually promoted in a three month period. Some of the stunts included a cow milking contest; a Miss and Mr. America of 1970 Contest; a sweater girl contest; beautiful legs contest; barber shop quartets contest; $100,000 fur review, etc.

In addition, $6,000 was promoted from Super Cola soft drink for a series of 20 sponsored kiddie shows in area SW theatres. This was the old bottle top gimmick.

COW MILKING CONTEST—No cost to the theatre on this promoted feature. All expenses including salary for extra stage hand was covered in tieup with local dairy. The activity was very successful and meant extra money to the theatre through the boxoffice. The principal of the Bergen Technical High School was instrumental in getting the cows from the dairy, and this created a better understanding with the school and the theatre. An agricultural professor appeared in person and explained to the audience how milking should be done and how interesting the farmer's life could be.

MISS AND MR. AMERICA OF 1970 CONTEST—This popularity contest was open to all children between the ages of three and nine. It was sponsored by Lobels Youth Center, a children's shop, and Vogue photo studio at no cost to the theatre. A trailer was used, a herald and coop newspaper ads, while a lobby 40x60 bore photos of entrants, and ballots were made available in the lobby as adults and children entered to see shows. Prizes were a $25 war bond; $25 in wardrobes, and $15 in wardrobes. Due to local interest, local newspaper was profuse with publicity space and covered the event with a photographer.

MOTION PICTURE EXHIBITOR
— AWARDS —
$100.00 Per Month
TO THE WINNER
OF
SHOWMANSHIP SWEEPSTAKES
YOU, TOO, CAN COLLECT!
SEND YOUR ENTRY IN NOW!

JEANNE EAGELS IS UNFAIR!
LOEW'S
KIM NOVAK JEFF CHANDLER Jeanne Eagels

**Girl pickets were employed by Lester Pollock, manager, Loew's, Rochester, N.Y., recently to picket Columbia's "Jeanne Eagels," who they claimed was unfair since she had stolen the heart of every boy in town.**

BEAUTIFUL LEGS CONTEST—This accent on sex stunt was also 100 per cent promoted with local merchants all picking up the tabs, and donating the prizes. Twenty-two entries were received, all screened before being admitted to contest. A board was made with black cloth to mask the girls, so only their legs could be seen as they paraded back and forth to have the audience vote. A cup was presented to winner, after she was brought out to audience in bathing suit and crowned. Local newspaper assigned photographer to event and picture of winner was run on page three next day, the first time the paper cooperated to this extent, proving scope of human interest in the contest.

BARBER SHOP QUARTET CONTEST—This was simply climbing on a bandwagon. We had a theatre filling contest featuring the personal appearance of the division champs of the year, "The Teaneck Barber-Cues." The magazine section of the Bergen Evening Record, a difficult space to grab, came through with a feature story, "When Harmony Prevails," on the quartet in advance.

$100,000 FUR REVIEW—This, again, was a merchant tieup, with the furrier paying for everything, including five professional models, and the theatre garnering a full house for a most attractive stage show display and added attraction.

SWEATER GIRL CONTEST—You might call this part two of the "beautiful legs" competition. Smart catch-lines such as "This I've gotta see. Anyway you figure it, everything will be in great shape" and "To select the 'outstanding' girl in wool!" heralded the stage event with a knitwear shop sponsoring things and picking up all expense tabs. A silhouette frame was used. When entering on stage, the girls stood in back of transparency frame lighted from the back, and this silhouetted figure and form. This proved a surprise to the audience and was well received. A professional master of ceremonies was employed. A trophy and wardrobe prizes were awarded and capacity audience resulted for the contest.

Other efforts included ye good olde Country Store and "cock-eyed" auction revived for good boxoffice returns and lots of laughs and plenty of audience interest; a "Men's Fashion Show" for novelty; a pet show for kids; a "Talent Search," or amateur night variation; and "Colorscope," free portrait photos in color, at no cost to theatre with the photo gift to patrons paid for by a local merchant and photographer. This drew patrons to the theatre twice; first to have portrait taken and second to see proof of portrait. Proofs were projected on screen at matinees. Photos were taken in space allotted in theatre lobby.

### RUNNER-UP NUMBER 1

### FIRST PERSONAL APPEARANCE

**Submitted by Jesse L. Marlowe**
**Canton, Canton, Ga.**
**781 seats • 50 cents top admission**
**Small town patronage.**

For 20th-Fox's "God Is My Partner" we had the personal appearance of co-star Marion Ross, the first movie star ever to come here in person.

We released the story to our radio station WCHK; and it was given top news on three newscasts on the Sunday before her appearance and several times during the week.

Due to the religious nature of the film, a special screening of the picture was arranged with ministers of all denominations invited. I did not have much time to get out invitations, so I immediately started calling all the ministers that I could reach locally and in the surrounding small communities including Jasper, Cumming, Roswell, Waleska, Woodstock, etc. The invitations covered the ministers, their wives, and officers of the churches. Many were called upon in person and thus invited. We even persuaded a number of ministers who do not believe in movies to attend. We also invited all city officials and welfare workers, PTA heads, civic club leaders, state and county representatives, and others. As a direct result, the clergy did announce and praise the picture and recommended that all should see it.

I arranged on the morning of the screening for the radio station to have a tape recorder in the lobby to catch statements from many guests after the showing. These comments were used later in our ad campaign. I also arranged to have coffee, cake and doughnuts served after the screening in order to hold guests in the lobby during the taping session.

We have nothing in the way of newspapers other than a weekly, so the story of the premiere and the personal appearance of the star hit the front page of the same issue, which I also saturated with one inch slugs, teaser ads, etc.

A number of inserts on beaver board attached to telephone poles on every prominent corner in town were used, as were one sheets posted on beaver board in windows and back of taxis. We used five window displays in better stores.

The film company furnished spot announcements and a record by Hovie Lister. This was used in the theatre, as well as the drive-in, and every program of the "Religious Hour" and the radio station's disc show for 10 days at no cost. A speaker was mounted on our marquee for this same record.

The lobby carried unusual displays on the picture for two full weeks with banners announcing the personal appearance of Miss Ross. On opening day a regular "Hollywood premiere" was staged with search lights mounted on a big truck, etc. Our local radio announcer acted as master of ceremonies and introduced our film star, who made a fine impression.

## RUNNER-UP NUMBER 2

### "THE GALLOPING POLL"

**Submitted by Paul Ricketts**
**Ness, Ness City, Kansas**

**400 seats • 50 cents top admission**
**General patronage.**

Since almost any large daily paper you pick up these days carries the results of a poll taken on some subject of national interest and purporting to show that a certain percentage—down to two decimal places—is for or against something, we recently got plenty of attention with a gag poll we conducted ourselves and pointed, with tongue in cheek, to the popularity or unpopularity of Elvis Presley.

We heralded the event with a newspaper ad reading in as straight a fashion as we could manage: "Announcement. We are cooperating with the well known Galloping Poll in making a scientific sampling of local public opinion on a subject of intense national interest. See our front doors for full details."

Presley is one of those subjects on which there is no middle ground. You are either wild about him or you can't stand him. Consequently, we decided to capitalize on this and hinge our poll question on Elvis.

We have two double doors on our theatre front and one we had posted with a large card reading "This door for those who do like Elvis." The other one was posted "This door for those who do NOT like Elvis." These were up a week before playdate of an Elvis Presley picture and received plenty of comment. It was amusing to see people start in one door, see the sign, and back out and go in the other door. We even had several inquiries as to whether or not we were keeping track of the number of people who went through each door; and we told them we were doing this in much more scientific manner—we were going to measure the wear on the hinges when it was over and decide that way.

To stir up interest in our "poll" we spotted "readers" at no charge to us in our local newspaper. These read, "Be a statistic—vote in the Galloping Poll. See announcement on page four." "Don't let someone else decide the vital issues of the day—record your opinion—Take part in the Galloping Poll."

**Terry Taylor, "Miss Checkpoint," recently presented this trophy to the winner of a "Checkpoint" race held from the Tavern on the Green to the front of the Central, New York, where the J. Arthur Rank film, was playing.**

We found the stunt a lot of fun, most inexpensive and a natural interest-arouser. It should be easily adapted by others, and we are sure patrons will be amused as well as attracted by it.

## RUNNER-UP NUMBER 3

### SOMETHING OF VALUE

**Submitted by Ken Christianson**
**Roxy, Washburn, N. D.**

**200 seats • 50 cents top admission**
**Small town patronage.**

The trade press has frequently carried stories on 20th Century-Fox's "The Big Show," and what this particular film company has done to help the exhibitors of this country. To these stories we would like to add our own merited tribute to 20th-Fox.

We own and operate a 200-seat theatre, small, but with all the trials and problems of all men in show business. We were having here a 75th anniversary of the town and with all the special events we found our boxoffice "hurting."

To steal some of their thunder and get in on the celebration and still stay in good with all concerned, we decided that maybe the magic of Hollywood would help. My wife wrote Buddy Adler in New York and requested a dress to be used in the "Prairie Belle's" kick-off party, "Prairie Belle's Style Show," and to be worn at the theatre during anniversary days. He was gracious enough to fill our request and we received a dress and nice letter from Charles Le Maire, in charge of 20th-Fox wardrobe.

JINGLE CONTEST!
DAWN PATROL
MOORE-McCORMACK LINES
PHILCO
NOW PLAYING

**John Roach, manager, SW Stanley, Philadelphia, recently presented Mrs. Raymond MacMillan, Philadelphia, with her prize in a jingle contest conducted by radio station WIP in conjunction with the showing of Columbia's "Fire Down Below." Dan Curtis, Wip disc jockey, looks on.**

It is a long, long way from Washburn to New York and Beverly Hills and their sending this "something of value" proves their regards for the small theatre. The dress, soon the talk of the town, was the one worn by Katy Jurado in "The Broken Lance," shown, incidentally, at the theatre several years ago.

The local newspaper featured a front page story on the Hollywood model dress; and many people not only came to the theatre to see it, but came to our home as well. General comments were, "Who would believe Hollywood would care," etc.

The friendly gesture of 20th-Fox's higher echelon thus created an "air of importance" for and by the Roxy of Washburn, which is "Something of value" since it sells the theatre and tickets.

## RUNNER-UP NUMBER 4

### A BONUS FOR PATRONS

**Submitted by Robert B. Tuttle**
**Lenawee Auto Theatre, Adrian, Mich.**

**525 cars • $1.00 per car**
**General patronage.**

We wanted something in the nature of a business stimulant which would reward patrons who were regular in their attendance. The promiscuous issuing of passes usually misses regular customers, or, perhaps, turns a regular paying patron into a steady pass user.

We came up with "Bonus Checks." We printed these on safety paper and issued one with each paid admission into the drive-in. The check reads that we agree to accept 10 of these coupons in exchange for one adult admission, with an arbitrary value of five cents per coupon, although we do not accept coupons in part payment, nor is there any refund in cash.

The impetus of this thing is still growing. We have now reached a point where as many as 48 people have presented 10 bonus checks each to us in one evening. That sounds like we are admitting a lot of people for free; but those same people have purchased 480 admissions at regular prices, don't forget.

At the start of our season we searched for a new idea that would be the same as a free show and yet put some cash in our empty coffers. We did open with a free show for two nights; but we advertised that persons attending that show could obtain a block of four regular admission tickets for only $1. We made a special printing of these, and called them ANNIVERSARY tickets.

Our one fear was that the public would see through the deal and our free show would be no more effective than a regular show and that no one would buy the tickets, even at a bargain. I had had a previous experience with tickets sold in advance at a discount, and remembered that they didn't go.

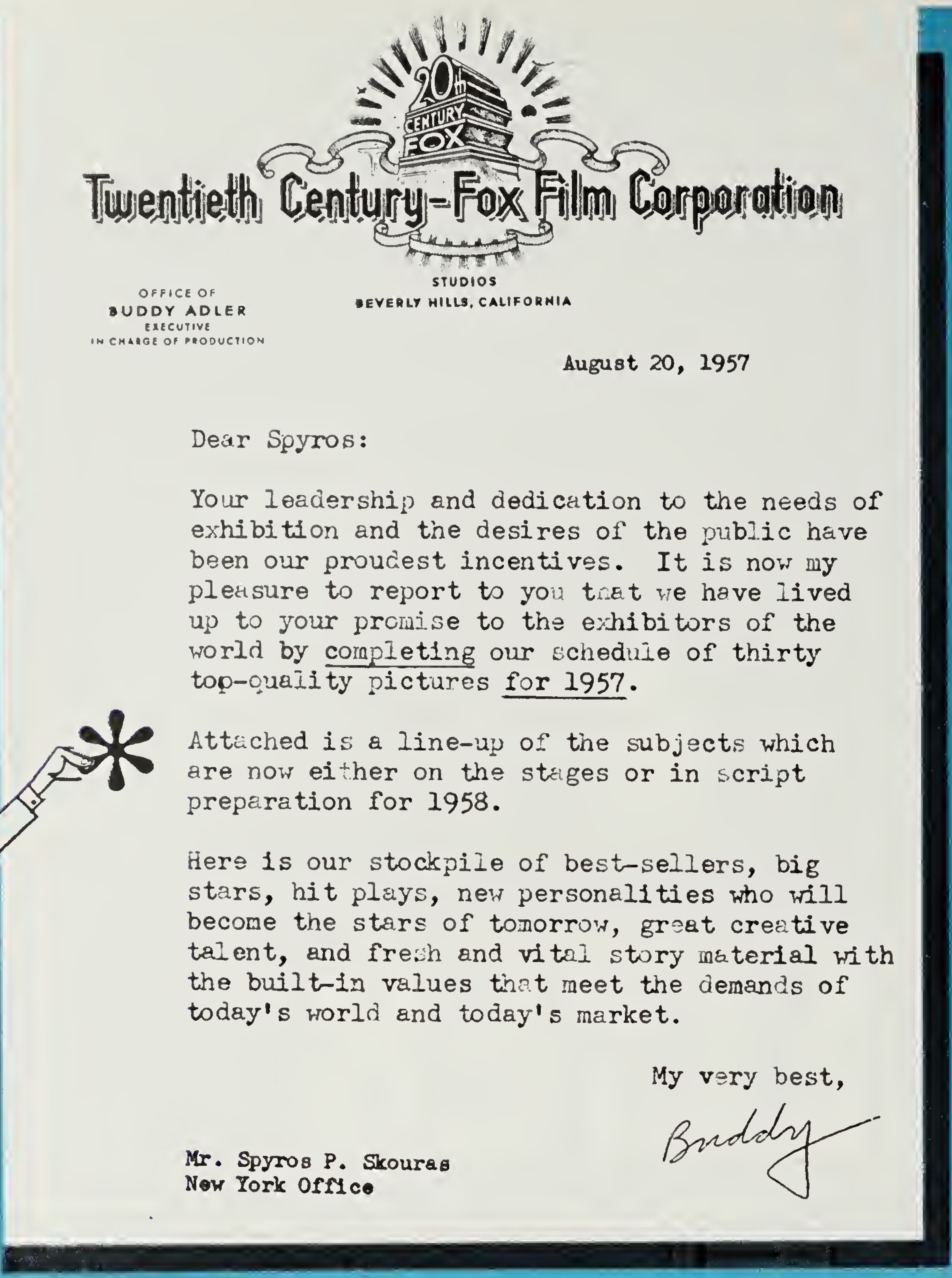
However, opening night came and the lines formed at the boxoffice, and the patrons had the dollar bills hanging in their hands. We advertised only one set of tickets to a customer but sold the blocks at our concession stand as well as the boxoffice, so we know that some got more than one block. But who cares?

These have dribbled in all summer and we have some 600 tickets still outstanding before closing for the season. We doubt if they all show up.

Tickets turned in on percentage shows are reported at their pro-rata value so that the film company gets its share of that money. We are very pleased with the results of this and will work out something similar this coming year.

# A LETTER TO THE PRESIDENT...

*please turn the page . . .*



Twentieth Century-Fox Film Corporation

OFFICE OF
BUDDY ADLER
EXECUTIVE
IN CHARGE OF PRODUCTION

STUDIOS
BEVERLY HILLS, CALIFORNIA

August 20, 1957

Dear Spyros:

Your leadership and dedication to the needs of exhibition and the desires of the public have been our proudest incentives. It is now my pleasure to report to you that we have lived up to your promise to the exhibitors of the world by completing our schedule of thirty top-quality pictures for 1957.

Attached is a line-up of the subjects which are now either on the stages or in script preparation for 1958.

Here is our stockpile of best-sellers, big stars, hit plays, new personalities who will become the stars of tomorrow, great creative talent, and fresh and vital story material with the built-in values that meet the demands of today's world and today's market.

My very best,

Buddy

Mr. Spyros P. Skouras
New York Office

# the letter

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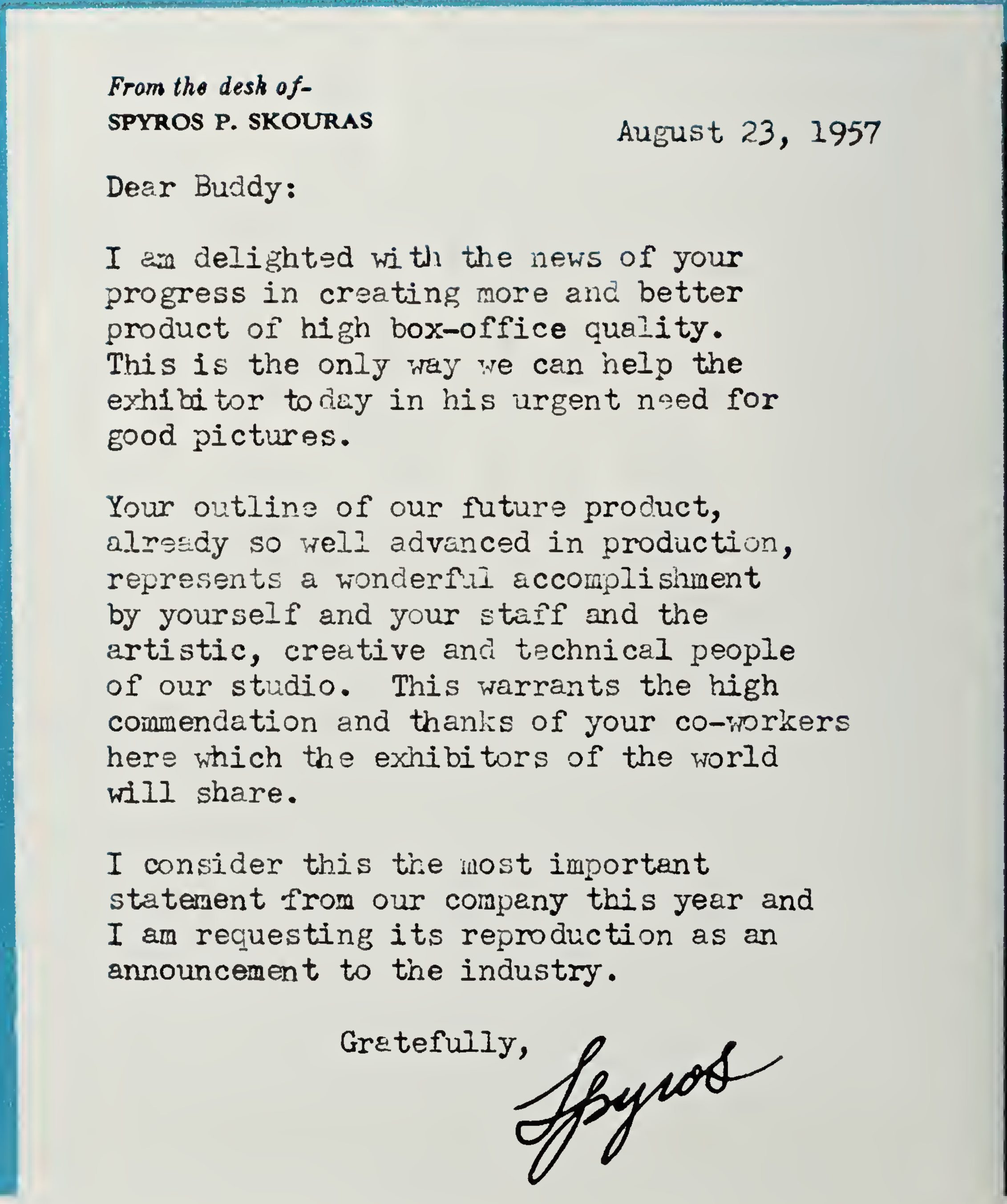

*From the desk of-*
**SPYROS P. SKOURAS**

August 23, 1957

Dear Buddy:

I am delighted with the news of your progress in creating more and better product of high box-office quality. This is the only way we can help the exhibitor today in his urgent need for good pictures.

Your outline of our future product, already so well advanced in production, represents a wonderful accomplishment by yourself and your staff and the artistic, creative and technical people of our studio. This warrants the high commendation and thanks of your co-workers here which the exhibitors of the world will share.

I consider this the most important statement from our company this year and I am requesting its reproduction as an announcement to the industry.

Gratefully,
Spyros

# the reply

# *the attachment

## THE SCHEDULE FOR 1958

**THE DIARY OF ANNE FRANK,** from the Pulitzer Prize stage play and screenplay by Albert Hackett and Frances Goodrich. Produced and directed by George Stevens.

**RODGERS AND HAMMERSTEIN'S "SOUTH PACIFIC,"** *(Roadshow in Todd-AO)* starring ROSSANO BRAZZI, MITZI GAYNOR, JOHN KERR. Produced by Buddy Adler, directed by Joshua Logan.

**MUD ON THE STARS,** from the novel by William Bradford Huie. Produced and directed by Elia Kazan.

**THE YOUNG LIONS,** from Irwin Shaw's novel, starring MARLON BRANDO, MONTGOMERY CLIFT, DEAN MARTIN and co-starring BARBARA RUSH and MAY BRITT. Produced by Al Lichtman, directed by Edward Dmytryk, screenplay by Edward Anhalt.

**TOWNSEND HARRIS,** starring JOHN WAYNE, directed by John Huston, produced by Eugene Frenke.

**THE BRAVADOS,** starring GREGORY PECK, screenplay by novelist John O'Hara. Produced by Herbert Bayard Swope.

**TEN NORTH FREDERICK,** starring SPENCER TRACY in John O'Hara's best-seller. Produced by Charles Brackett, written for the screen and directed by Philip Dunne.

**THE HELL-BENT KID,** a novel by Charles O. Locke, produced by Robert Buckner, starring DON MURRAY and directed by Henry Hathaway.

**A CERTAIN SMILE,** from the best-seller by Francoise Sagan, author of "Bonjour Tristesse." Produced by Henry Ephron, directed by Jean Negulesco, screenplay by Frances Goodrich and Albert Hackett. Starring CHRISTINE CARERE.

**BLOOD AND SAND,** from the Vincente Blasco Ibanez classic, produced by Henry Ephron from a screenplay by Phoebe Ephron. Starring SOPHIA LOREN.

**CAN-CAN,** from Cole Porter's musical stage hit, produced by Henry Ephron.

**THE SMALL WOMAN,** from the story by Alan Burgess. Produced and directed by Mark Robson.

**OUR LOVE,** starring LAUREN BACALL and ROBERT STACK. Produced by Charles Brackett, directed by Jean Negulesco, screenplay by Luther Davis.

**FRAULEIN** from the novel by James McGovern, starring DANA WYNTER and MEL FERRER, produced by Walter Reisch from a screenplay by Leo Townsend and Norman Corwin and directed by Henry Koster.

**BACHELOR'S BABY,** from the novel by Gwen ("Mr. Belvedere") Davenport. Produced by Henry Ginsberg.

**THE WANDERING JEW,** written for the screen, produced and directed by Nunnally Johnson, from E. Temple Thurston's stage classic.

**THESE THOUSAND HILLS,** from the novel by Pulitzer Prize winner A. B. Guthrie, produced by David Weisbart.

**THE DAY OF THE OUTLAW,** from the novel by Lee Wells, produced by Eugene Frenke, screenplay by Philip Yordan.

**THE HUNTERS,** directed and produced by Dick Powell, from the novel and Collier's serial by James Salter. Screenplay by Philip Dunne and Richard Murphy.

**RALLY ROUND THE FLAG, BOYS!,** from Max Shulman's riotously funny new book. A Buddy Adler Production.

**HOLIDAY FOR LOVERS,** from the Broadway stage play by Ronald Alexander, produced by David Weisbart.

**OH, PROMISED LAND,** from the great book by James Street.

**THE REMARKABLE MR. PENNYPACKER,** from the Broadway stage play by Liam O'Brien, produced by Charles Brackett.

**COLORS OF THE DAY,** from the novel by Romain Gary, to be written for the screen, produced and directed by Nunnally Johnson.

**ROPE LAW,** produced by Herbert Bayard Swope from a screenplay by Philip Yordan.

* * * *

### *Darryl F. Zanuck Productions*

**DE LUXE TOUR,** produced by Robert L. Jacks, from the novel by Frederic Wakeman.

**COMPULSION,** from Meyer Levin's sensational best-seller.

**THE ROOTS OF HEAVEN,** from the French stage hit by Romain Gary.

### *Jerry Wald Productions*

**THE LONG HOT SUMMER,** from the novel by Nobel and Pulitzer Prize winner William Faulkner, starring PAUL NEWMAN, ANTHONY FRANCIOSA, JOANNE WOODWARD, ORSON WELLES. Directed by Martin Ritt, screenplay by Irving Ravetch and Harriet Frank.

**JEAN HARLOW,** from the story by Adela Rogers St. John, screenplay by Arthur Ross.

**THE BIG WAR,** from the novel by Anton Myrer, screenplay by Edward Anhalt.

**THE SOUND AND THE FURY** another of Faulkner's great classics. Directed by Martin Ritt, screenplay by Irving Ravetch and Harriet Frank.

### *David O. Selznick Productions*

**TENDER IS THE NIGHT** starring JENNIFER JONES in the F. Scott Fitzgerald classic.

**MARY MAGDALENE**

### *Samuel G. Engel Productions*

**THE CAPTIVE** from the novel by The Gordons.

**THE FREEBOOTER** from an original story by Samuel G. Engel.

**GLORY PASS** from the diary of Sister Blandina, screenplay by Harold Jack Bloom.

**GEMMA TWO FIVE** from the novel by Victor Canning.

## N.E. Fight Fans Crowd Theatres and Drive-Ins

BOSTON—The four Boston theatres offering the Robinson-Basilio fight on closed circuit theatre television were sold out to their capacity of 10,829 seats for a gate approximating $32,700. The four theatres were the Pilgrim, State, Orpheum, and Seville, the latter in East Boston. The two Loew's theatres, State and Orpheum, charged $3.50, the other two $3.30, with all seats filled one hour before ring time. No standing room was sold due to this city's strict fire laws.

Two drive-ins in the Commonwealth also offered the fight pictures. In Lowell, owner Norman Glassman erected temporary stands at his Lowell Drive-in, filled by 2,000 fight fans. Admission was $3.00 per person. In Westport, the Yamins circuit charged $13.20 per car, with each car limited to six persons. Business was near capacity in both drive-ins.

## M. Todd And The Missus Boost Buffalo Bally

**BUFFALO—Michael Todd, accompanied by his wife, Elizabeth Taylor, were welcomed at Buffalo Airport, last fortnight by Mayor Steven Pankow and a party of civic leaders as the duo arrived to take part in the opening day ceremonies of Buffalo's 125th Anniversary and World Port Celebration. The Todds were taken by motorcade to the University of Buffalo, where Todd spoke before the incoming freshman class. Later in the day, he was greeted by civic leaders at a reception in the Buffalo Club; in the evening, he crowned Miss Greater Buffalo at the Civic Stadium show.**

**Todd gave this advice to students who will look for jobs: "Make sure that you like the product, the company, or whatever you're doing. You don't have to be such a salesman. If you're convinced, it's easy to convince others."**

## Schine Gets Approval To Divest Six Sites

BUFFALO—The Schine Theatre interests have received approval in Buffalo federal court to divest themselves of six properties they were ordered to give up by a federal judge in 1949.

Federal Judge Harold P. Burke has granted approval of the sale of the Palace, Oneonta, N.Y., and a vacant lot in Perry, N.Y., and for the surrender of unexpired leases on the Miami, Piqua, Ohio; Southern, Bucyrus, Ohio; Richmond, Herkimer, N. Y.; and the Kentucky, Lexington, Ky.

The four individuals and nine corporations were found guilty last year of contempt for not divesting themselves earlier of theatre holdings, as ordered in June, 1949, by the late Federal Judge John Knight. They were fined $73,000 and have appealed.

### ALBANY

The Brooklyn Fox Corporation was formed as a consolidation of Brooklyn Fox Corporation and One Nevins Street Corporation, capitalized at more than $74,000. . . . Patrons of Smalley's refurbished Fort Plain were taken on a tour of facilities during an open house celebration. President Mrs. Hazel Smalley greeted visitors. . . . The Grand, Fabian-owned in recent years, was yielding slowly to the wreckers.

John Gardner interests in the Turnpike Drive-In, Schenectady, N. Y., have been sold to Alvin Inselin, opeartor, Autovision Drive-In here.

### ATLANTA

The Atlanta WOMPI will entertain at a breakfast in the course of the annual WOMPI convention in Memphis next week. Jackie Cowart heads the local group. . . . Mrs. A. L. Enloe has been named president, Decatur, Ga., Better Films Committee, comprised of 33 members. She succeeds Mrs. Thomas J. Gordon. Recently, there was trouble about too many members attending screenings in the Storey there for nothing.

Jay Sadow has turned over buying and booking to Exhibitor Service. . . . Cecil Cohen, owner, Murray Hill, Jacksonville, took over the Royal, Monticello, Ga., from Bill Douglas. . . . J. W. Smith is the new owner, Blair, Blairsville, Ga., from Mrs. Carolyn B. White. . . . The Burchfield Drive-In, Oak Ridge, Tenn., was closed during the hospitalization of Ed Burchfield.

Charles Lester, National Screen Service, returned to his office after a hospital checkup. . . . J. U. McKormack, former owner, Amity Film Exchange here, died at his Lakeland, Fla., home. . . . Leslie D. Swaebe, 49, manager, Montgomery Drive-In, Savannah, Ga., died.

### BOSTON

John H. Rosenthal, son of Ben Rosenthal, president, Levenson Theatres, was married to Susan Gichner. . . . Cigars were passed out by John Peckos, sales manager, 20th-Fox, on the birth of a daughter. . . . Phil Engel, 20th-Fox publicist was arranging a series of special previews of "No Down Payment." . . . Joe O'Brien, Warner's booker, is holding the number two spot nationally in the Warners Travel Tour short subjects contest. . . . Richard Widmark, star and producer of "Time Limit," was to be in town this week for radio and TV appearances and press interviews in the Ritz Carlton Hotel, arranged by Joe Mansfield, United Artists publicist. . . . Bill Savitz, manager, Arcadia, Portsmouth, N. H., made his first appearance on Film Row since his recent hospitalization.

After several postponements, Smith Management Company was planning its move to new and larger quarters at 480 Boylston Street this week. The company, including its drive-in, concessions, theatre, and restaurant activities, is taking over the entire space on the top floor of the new Robert White Building. The old quarters, at 82 Newbury Street, are being absorbed by New England Mutual Life Insurance Company.

NEW HAMPSHIRE NEWS—Facilities of the White Mountain Drive-In will be turned over to the North Conway Country Club for a benefit show on Oct. 13. . . . Newington Outdoor has announced a new fall policy of $1.25 per car, regardless of the number of persons. . . . Armand F. Pepin, Nashua, succeeded in putting his Jimmy Fund photo of the governor signing a proclamation in many of the state's newspapers. . . . Plaistow Drive-In admitted the driver free on presentation of a newspaper ad.

### BUFFALO

Greta Garbo led the list of those to receive 33 George Awards, to be presented to the George Eastman House Second Film Festival of Film Artists on Oct. 26. Rouben Mamoulian heads the Festival committee. . . . Mori Krushen, United Artists exploiteer, was in to meet exhibitors and be interviewed by radio, TV, and the press. . . . Variety Club members assembled last week to bid farewell to Richard T. Kemper, former Erlanger manager and Dipson circuit zone manager who is moving to Florida. . . . James T. Moore, eastern division sales manager, Paramount, was here to preside at a sales meeting on "The Golden Eight" with branch manager Hugh A. Maguire and staff. . . . Arthur Krolick and Charles B. Taylor, Buffalo, and Francis Anderson, Rochester, were attending the AB-PT convention at the Westchester Country Club, Westchester County, N. Y., this week.

### CHARLOTTE

The Plymouth and the Plymouth Drive-In, Plymouth, N. C., have been purchased by W. J. P. Earnhardt and Leona B. Taylor, Edenton, N. C. The properties were owned by the J. Shepherd Bryan estate and, since his death, had been operated by his sisters, Bernice Hammons and Marian Brinkley. . . . W. G. Enloe, Raleigh, N. C., and Montgomery Hill, Greensboro, N. C., both theater oper-

*Continued on page 28*

Alliance Theatres

**The 22nd annual fall meeting of Alliance Theatres, Chicago, was held recently at the Chamber of Commerce Building, Ft. Wayne, Ind. Executives on the dais are Sam Neall, James J. Gregory, Peter Panagos, S. J. Gregory, S. J. Papas, John Doerr, P. J. Dee, and Lew Harris.**

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FILMACK

# STUDIO SURVEY

## The Editor Speaks

A WAG ONCE SAID, "If you have a message . . . go to Western Union!" Applied to the motion picture business of today, this is 14 karat advice—as some pretty disgruntled producers of "message" pictures will tell you after a sorry look at the miserable grosses their soap box entries have returned.

PAUL MANNING

THUS, the trend today with heads-up producers is to ENTERTAINMENT, as well it should be, for the public seems only too eager to lay down its dollars at the boxoffice if it thinks that it will leave the theatre with a happy feeling—and not one of strain and concern about the miserable state of the world. Let the newsreels, radio, television, and periodicals take care of documentary reporting. Keep motion pictures for escapist entertainment exclusively, for those pleasant hours during which one can enter a land of make-believe, whether it is comedy, drama, western, or musical.

THIS DOES NOT mean, necessarily, that the subject matter must be weak in body or made strictly for the juvenile trade. Escapist fare can have punch, pace, and pattern and please at the same time, although it may never rate an award of any kind. If a patron leaves the theatre happy, that is the "down-to-earth" prize for Hollywood!

I AM PASSING this advice along to producers for what it may be worth. I feel certain that our exhibitor readers will back me up 100 per cent, because they, too, are well informed on the value of entertainment films, up there on their silver screens!

Paul Manning

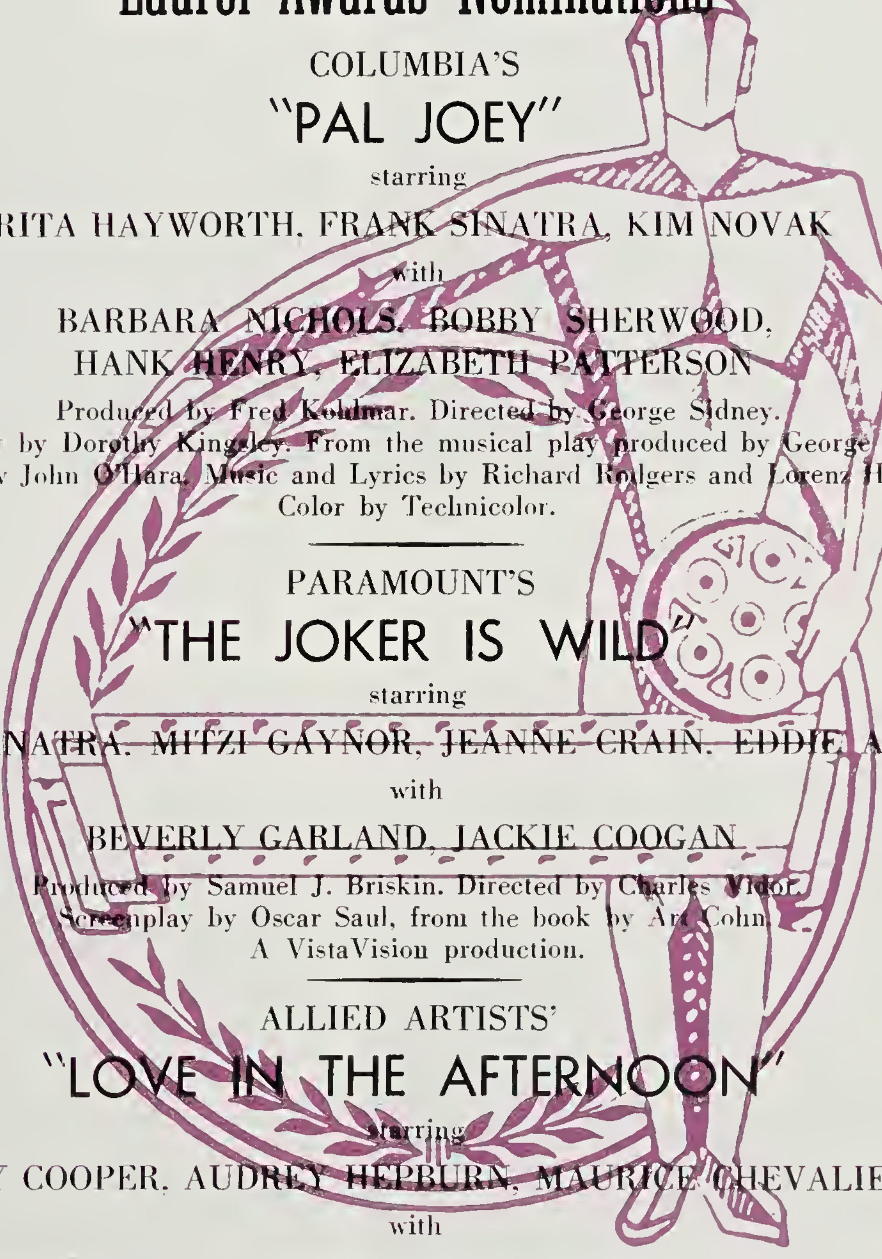
●

**STUDIO SURVEY** appears every fourth Wednesday as a regular **MOTION PICTURE EXHIBITOR** department The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 8141 Blackburn Ave., Los Angeles 48, California. For other information, address **MOTION PICTURE EXHIBITOR**, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

**Vol. 10, No. 10** **October 2, 1957**



## Motion Picture Exhibitor Laurel Awards Nominations

COLUMBIA'S

### "PAL JOEY"

starring

RITA HAYWORTH, FRANK SINATRA, KIM NOVAK

with

BARBARA NICHOLS, BOBBY SHERWOOD, HANK HENRY, ELIZABETH PATTERSON

Produced by Fred Kohlmar. Directed by George Sidney. Screen play by Dorothy Kingsley. From the musical play produced by George Abbott. Book by John O'Hara. Music and Lyrics by Richard Rodgers and Lorenz Hart. Color by Technicolor.

---

PARAMOUNT'S

### "THE JOKER IS WILD"

starring

FRANK SINATRA, MITZI GAYNOR, JEANNE CRAIN, EDDIE ALBERT

with

BEVERLY GARLAND, JACKIE COOGAN

Produced by Samuel J. Briskin. Directed by Charles Vidor. Screenplay by Oscar Saul, from the book by Art Cohn. A VistaVision production.

---

ALLIED ARTISTS'

### "LOVE IN THE AFTERNOON"

starring

GARY COOPER, AUDREY HEPBURN, MAURICE CHEVALIER

with

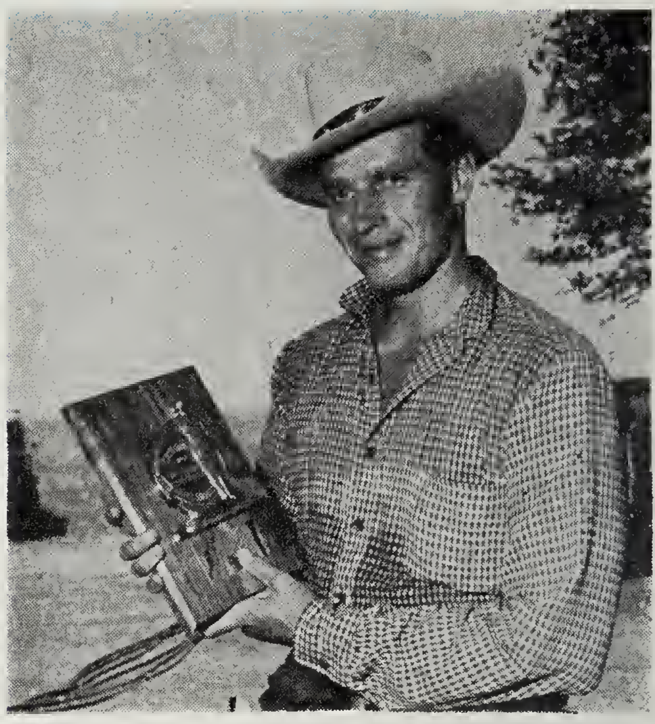
JOHN McGIVER, VAN DOUDE, LISE BOURDIN, OLGA VALERY

Produced and directed by Billy Wilder. Screenplay by Billy Wilder and I. A. L. Diamond.

# Laurel Awards To Hollywood

CECIL B. DeMILLE, right, voted for the ninth consecutive year the industry's number one Producer-Director, this year for "The Ten Commandments," receives a Special Laurel Award from STUDIO SURVEY editor Manning.

WILLIAM WYLER'S Allied Artists release, "Friendly Persuasion," was voted the Best General Entertainment Feature of the past product year. Wyler is now producing and directing his independent "The Big Country."



CHARLTON HESTON was voted a Laurel Award for the Best Dramatic Performance by an actor for his work in Cecil B. DeMille's "The Ten Commandments." He is seen here in costume for William Wyler's "The Big Country."

BUDDY ADLER, 20th-Fox production head, receives two Laurel Awards from Paul Manning, one for Topliner Drama "Anastasia," the other for placing among the top ten Producers.

RAY HEINDORF, general music director for the Warner Brothers Studios, where he is seen at work, placed among the top ten Musical Men for the ninth consecutive Laurel Award year.

ALFRED NEWMAN, general music director at the 20th-Fox Studios, once again was voted one of the top ten Musical Men of Hollywood, in the category of music composers.

ROBERT STACK's outstanding performance in "Written On The Wind," a Universal-International release, won for him the Laurel Award for the Best Supporting actor.

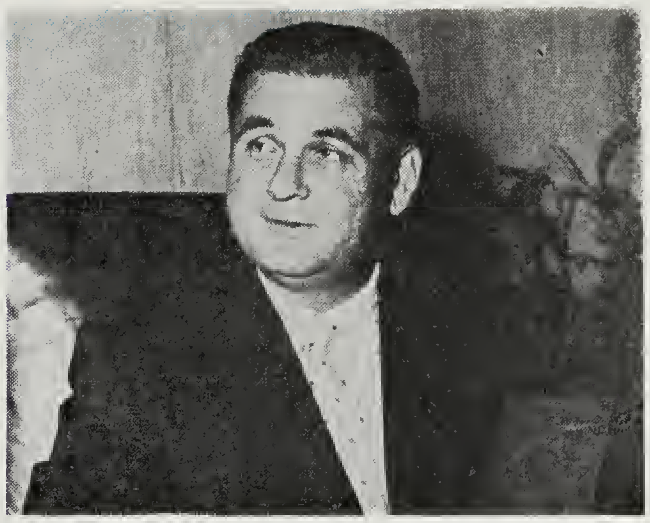
DOROTHY MALONE, among the top fifteen Female Stars and Best Supporting actress, is shown with ALFRED ZUGSMITH, producer of "Written on the Wind," one of the best Dramas.

RICHARD EGAN, who placed in the Laurel voting as a solid-ranking newcomer to the top fifteen Male Stars, is seen with his Laurel Award. He is seen next in a Universal film.

# Wind Up 1956-57 Season

**AARON ROSENBERG** was voted one of the top ten Producers. He is now producing for MGM.

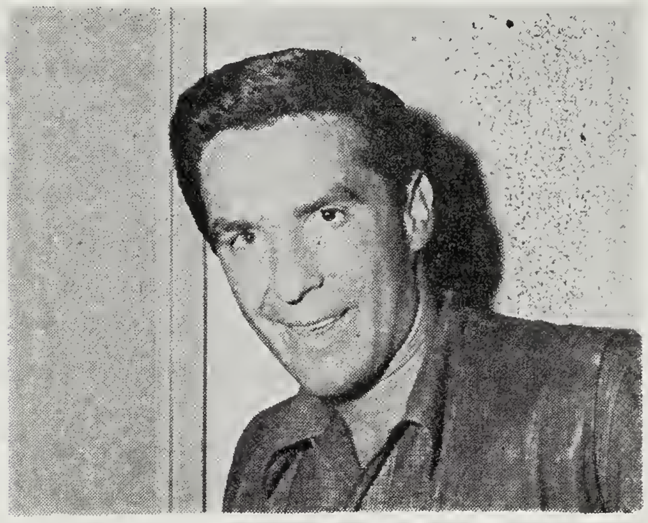
**IRVING RAPPER** directed "The Brave One," which was voted "Sleeper of the Year."



**HERMAN KING** produced "The Brave One," a King Brothers Production released by RKO.

**DELMAR DAVES**, director, "Jubal," a top Action Drama, and Jack Lemmon, top Comedy actor.

**JULIE LONDON** placed among the top ten New Female Stars for her role in "The Great Man."



**JOHN CASSAVETES** was voted one of the top ten New Male Stars for "Edge Of The City."

## DEAR EXHIBITORS:

## MY SINCERE THANKS,

## IRVING RAPPER

★ ★ *NOW DIRECTING*—"MARJORIE MORNINGSTAR"

DIRECTED
"THE BRAVE ONE"
SLEEPER OF THE YEAR

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## TAMING SUTTON'S GAL

starring

In NATURAMA

**JOHN LUPTON · GLORIA TALBOTT · JACK KELLY · MAY WYNN · VERNA FELTON**

Screenplay by THAMES WILLIAMSON and FREDERIC LOUIS FOX · Story by THAMES WILLIAMSON · Produced by WILLIAM J. O'SULLIVAN · Directed by LESLEY SELANDER

A VARIETY PRODUCTION

A REPUBLIC PRESENTATION

**Paroled . . . to the highest bidder!**

## The WAYWARD GIRL

In **NATURAMA**

A VARIETY PRODUCTION

Starring

**MARCIA HENDERSON**

**PETER WALKER**

**KATHARINE BARRETT**

**WHIT BISSELL**

With RITA LYNN · PEG HILLIAS

TRACEY ROBERTS · RAY TEAL

Written by HOUSTON BRANCH

and FREDERIC LOUIS FOX

Produced by WILLIAM J. O'SULLIVAN

Directed by LESLEY SELANDER

A REPUBLIC PRESENTATION

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**SPOILERS OF THE FOREST** *TRUCOLOR—NATURAMA*
**THE LAWLESS EIGHTIES** *NATURAMA*
**THE QUIET MAN** *Color by TECHNICOLOR*
**LAST STAGECOACH WEST** *NATURAMA*
**OPERATION CONSPIRACY**
**PAWNEE** *TRUCOLOR*
**THE WEAPON**

REPUBLIC PICTURES

# *Available soon from REPUBLIC!*

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DALE ROBERTSON · BRIAN KEITH · ROSSANA RORY

**PANAMA SAL** *NATURAMA*
ELENA VERDUGO · EDWARD KEMMER · CARLOS RIVAS

**RAIDERS OF OLD CALIFORNIA**
JIM DAVIS · ARLEEN WHELAN · FARON YOUNG

**THE CROOKED CIRCLE** *NATURAMA*
JOHN SMITH · FAY SPAIN · STEVE BRODIE

**THUNDER OVER TANGIER**
ROBERT HUTTON · LISA GASTONI · MARTIN BENSON

**AMBUSH AT INDIAN PASS** *NATURAMA*
VERA RALSTON · GEORGE MACREADY · ANTHONY GEORGE

**HELL SHIP MUTINY**
JON HALL · JOHN CARRADINE · PETER LORRE

**FIGHTING WILDCATS**
KEEFE BRASSELLE · KAY CALLARD · KAREL STEPANEK

**OUTCASTS OF THE CITY**
OSA MASSEN · ROBERT HUTTON · MARIA PALMER

**DEAD END STREET**
ROLAND CULVER · PATRICIA ROC · PAUL CARPENTER

***and from AB-PT***

**BEGINNING OF THE END**
**THE UNEARTHLY**
*Available Now*

## Chicago Theatremen Set November "Jubilee" Plans

**CHICAGO—November will be observed as Golden Jubilee Month in all theatres here as the result of plans formulated last fortnight at a meeting of exhibitor representatives and film company publicists. The objective of the 30-day promotion is to stimulate theatre attendance during Hollywood's 50th anniversary.**

**Discussion also covered a possible one-day visit on Oct. 29 of the Hollywood Golden Jubilee troupe of stars.**

**In attendance at the meeting, set up by Edward Seguin, director of advertising and publicity for Balaban and Katz, were theatremen Herb Wheller, Nate Platt, Lou Abramson, Larry Stein, David Arlen, Hal Perlman, and Waldo Bail. Film publicists Wally Heim, Frank Casey, E. G. Fitzgibbon, Louis Orlove, and William Brooker also were present.**

## Charlotte (*Continued from page 22*)

ators, have been appointed by Governor Luther Hodges as members of the North Carolina State Recreation Advisory Committee.

## CHICAGO

Hershel Smith is reopening the Lincoln, Jonsboro, Ill., following installation of a wide screen. . . . Alfred A. Porter bought the Wigton, La Grange, Ind., from Joseph Lassus. . . . Roy MacMullen, Granada manager, celebrated his 25th anniversary with B and K. . . . Paul G. Thomas was named Y and W Theatres city manager, Muncie, Ind. . . . Charles E. and Charles P. Records opened the Record Drive-In, Spencer, Ind. . . . The Illinois Supreme Court denied an appeal of the American Civil Liberties Union attacking the constitutionality of the Chicago Police Censor Board in rejecting "The Miracle." . . . Herb Ellisburg resigned as Halsted Drive-In manager to join the Starlite staff. . . . The Sunset Drive-In is adding facilities for walk-in patrons. . . . DCA's branch office has moved to larger quarters at 60 East 13th Street. Kermet Russell continues as sales representative. The office was formerly located at 1314 South Wabash Avenue. . . . Saul Goldman, veteran film salesman and former theatre owner, recently was added to the staff of the Allied buying and booking organization, it was announced by Jack Kirsch, Allied president.

## CINCINNATI

Karl Malden, star of Warners' "No Sleep Till Dawn," sat in with local exhibitors at a showing of the film in the screening room of the Palace. When all seats at the 3037-seat Albee were sold a week before the closed circuit telecast of the Robinson-Basillo middleweight fight, arrangements were made to telecast the fight in Palace also. . . . Rank Film Distributors launched a saturation in this area for "Value for Money" and "Triple Deception." . . . Carl Green has reopened the Cove, Covington, Ky., on a weekend basis. . . . Wally Allen, Chakeres Circuit booker, was convalescing from minor surgery. . . . Joe McKnight, former Paramount salesman, is now with the Campbell House, Lexington, Ky. . . . Patricia Pugh, Paramount contract department, was married to Stephen Ottman. . . . Rita Pugh, former Universal clerk, gave birth to a boy. . . . Ben Cohen, president, Holiday Amusements, was in a hospital for surgery. . . . Paul Holland, manager, Paramount, Ashland, Ky., and long associated with the industry, died.

## CLEVELAND

The board of directors of the Robins Amusement Company, Warren, Ohio, at a special meeting elected Leon Enken, Jr., as president and treasurer, to succeed the late Joe Robins. Enken was formerly vice-president. The board authorized an expenditure of $75,000 for remodeling the 1450-seat Robins, Warren, and the Robins Theatre Building. . . . Louis Sher and Edward Shulman, who operate the Heights Art, were in from their respective home bases. . . . Allied Artists announced one of the most extensive saturation bookings ever held in this territory. Starting Oct. 24, "Portland Expose," dualed with "Death in Small Doses," will play 20 first run key situations on or about the same date. Following will be a saturation second run booking. . . . Ted Levy, Buena Vista district manager, brought back from the company's recent west coast convention a plaque showing that his district, comprising the Cleveland and Detroit exchanges, won second place in the company's Million Dollar Collection Drive. . . . Rudy Norton, Imperial branch manager, was negotiating with top circuit officials for bookings on "Noah's Ark."

**Watch for them!**

**NEXT!**

***Minneapolis Territory***

Issue of October 9

***Cleveland Territory***

Issue of October 16

**Save them!**

### Film Exchange and Dealer Listing for the

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**ALLIED ARTISTS, 505 Pearl St.—CLeveland 2145**
Br. Mgr.: Lou Lieser. Office Mgr.: Audrey Wagner. Sales: Dave Littax. Booker: Frances McDanaugh. Emerg. Phone: Lieser, GArfield 1129.

**BUENA VISTA (Disney), 504 Crosby Bldg., 170 Franklin St.—MOhawk 6283, MOhawk 0595**
Br. Mgr.: John G. Chinell. Office Mgr., Booker, and Cashier: Jeanette M. Herald. Emerg. Phone: ATwater 3BB4.

**COLUMBIA, 505 Pearl St.—WAshington 8995**
Br. Mgr.: Ben Felcher. Office Mgr.: Barbara Quinlivan. Sales: M. A. Brown, Jack Zurich. Head Booker: William Abrams. Emerg. Phone: Felcher, LIncoln 6393.

**LOEW'S, 294 Franklin St.—WAshington 1224**
Br. Mgr.: J. B. Mundstuk. Office Mgr.: Marian Ryan. Sales: Abe Harris, Al Galden. Bookers: Betty Kaye, Virginia Collahan. Cashier: Therese Ryan. Field Exp.: Floyd Fitzsimmans. Emerg. Phone: Mundstuk, RIverside 8260.

**PARAMOUNT, 464 Franklin St.—GArfield 1707**
Br. Mgr.: Hugh A. McGuire. Office Mgr. and Head Booker: Jahn Serfustina. Sales: Frank E. Saviala, Michoel A. Juska. Cashier: Helen Huber. Emerg. Phone Serfustina, CLeveland 6297.

**REPUBLIC, 505 Pearl St.—CLeveland 2421**
Br. Mgr.: Lean A. Herman. Office Mgr. & Head Booker: James O. Ryan. Sales: Lea P. Murphy. Cashier: Elaine Patel. Emerg. Phone: Ryan, CIrcle 2720.

**20TH CENTURY-FOX, 290 Franklin St.—Cleveland 0784**
Br. Mgr.: Charles B. Kasca. Sales: W. C. Rawell, Haward McPhersan. Bookers: E. L. Jauch, Charles Mancusa. Cashier: Josephine Genco. Field Exp.: Phil Engel. Emerg. Phone: Kasca, LIncoln 4931.

**UNITED ARTISTS, 505 Pearl St.—WAshington 1500**
Br. Mgr.: Al Glaubinger. Office Mgr.: Francis Maxwell. Sales: Selwyne Ginsler, Arnald Febrey. Booker: Conrad Grucza. Cashier: Frances White. Emerg. Phone: Grucza, REgent 9068.

**UNIVERSAL-INTERNATIONAL, 301 Franklin St.—MAdison 2016**
Br. Mgr.: Isadare Ehrlichman. Office Mgr.: Jack Kelley. Sales: Jerry Spandau, James Fater. Booker: Jerry Yagerst. Cashier: Bertho Seelbach. Emerg. Phone: Kelley, DElaware 7379.

**WALDMAN, 505 Pearl St.—MAdison 3857**
Office Mgr.: Minna G. Zachem. Sales: Burt Schwartz. Emerg. Phone: Zachem, BEdfard 2831.
(*Owner: George J. Waldman.*)

**WARNER BROS., 470 Franklin St.—LIncoln 2700**
Br. Mgr.: Nat Marcus. Office Mgr.: Ruth Roppeport. Sales: Sam Geffen, Ed Segal. Booker: Bert Kemp. Cashier: Mary Gutowski. Emerg. Phone: Marcus, LIncoln 0707.

### • *Supply Dealers*

**BISON WASTE & WIPER, 339 Military Rd.—VIctoria 6600**
**BUFFALO THEATRE EQUIPMENT AND SEATING, 505 Pearl St.—MOhawk 3615**
**DANIEL GILL, 646 Main St.—CLeveland 3909**
**EASTERN THEATRE SUPPLY, 496 Pearl St.—MOhawk 0001—Emerg. Phone: WIndsor 2011**
**HUNTER & BELL, 858 Main St.—ELmwood 2210**
**NATIONAL THEATRE SUPPLY, 500 Pearl St.—WAshington 1736—Emerg. Phone: BEdford 4576**

### • *Screen Trailers*

**NATIONAL SCREEN SERVICE, 505 Pearl St.—MAdison 7586**
Br. Mgr.: Harald Bennett, Office Mgr.: Ethel M. Tyler. Sales: Melvin Schwartz.

**SYRACUSE THEATRICAL ADV. SERVICE, 237 South Ave., Syracuse—GR6-4608**
Br. Mgr.: Gearge E. Read. Office Mgr.: C. Read. Emerg. Phone: HO 9-0B64.

### • *Signs, Advertising and Printing*

**KELLER BROS. & MILLER, 401 Franklin St.—WAshington 5100**
**NATIONAL SCREEN SERVICE, 505 Pearl St.—MAdison 7586**
**H. WM. POLLACK POSTER PRINT, 869 Main St.—GRant 8204**
**SYRACUSE THEATRICAL ADV. SERVICE, 237 South Ave., Syracuse—GR6-4608**
**THE THEATRE SIGN CO., 431 Pearl St.—MOhawk 4472**

### • *Film Delivery Services*

**OLIN FILM DELIVERY, 141 Nassau Ave., Kenmore, N. Y.—RIverside 4398**
**JOHN J. PAULY FILM SERVICE, 556 Auburn Ave.—SUmmer 2142**
**PHELPS FILM SERVICE (Kenneth G. Keipper), 1614 Sweet Home Rd.—PLaza 9329**
**SMITH & HOWELL FILM SERVICE, 971 South Park Ave.—WOodlawn 3866**
**SOUTHWESTERN FILM SERVICE (Contact Olin Film)—RIverside 4398**

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**ALTEC SERVICE CO., Market Arcade—WAshington 7432**
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## DALLAS

The regular meeting of the officers of Variety Clubs International was held in Hot Springs, Ark., last month. In addition to John H. Rowley, International Chief Barker, others attending from this city included R. J. O'Donnell, Don C. Douglas, and C. A. Dolsen. . . . Plans are under way to open MGM's "Raintree County" in the Tower in November. The Tower will end the reserved seat engagement of "Around the World in 80 Days" after more than 10 months playing time and undergo a minimum of changes to present 65mm films, according to James Reynolds, manager. . . . Verlin Osborne, secretary to Paramount southwest division manager Tom Bridge, was honored as Woman of the Week at a dinner last fortnight in the Baker Hotel. Miss Osborne, former national WOMPI President, was chosen from a large field of entries from 20 Dallas business and service clubs for women.

## DENVER

Ed Mapel, city councilman for 15 years and owner of the Gem, is resigning form the lawmaking body because of the press of business brought about by the continued illness of Robert Mapel, his brother and business partner. . . . Southwestern Film Service has been granted authority to extend its film delivery to southern and western Colorado. . . . Louise Ferguson, office manager, National Theatre Supply, left the hospital and discarded the crutches she used following her recent operation. . . . Chick Lloyd, owner, Apex Films exchange, is changing the name of the company to American-International Pictures of Colorado. . . . The Clasa-Mohme exchange will move to 2065 Broadway as soon as the painters can decorate the former United Artists quarters. United Artists moved to the old RKO offices at 807 21st Street.

## HOUSTON

A benefit movie and band concert was to be sponsored by the Negro Child Center in the Jensen. The management of the theatre turned over the opening performance of "The Ten Commandments" as a benefit for the institution. . . . Al Lever, city manager, Interstate Theatre Circuit, went to Washington for 10 days. . . . Ruby Gibson, operator, Navaway, returned from Dallas. . . . Interstate circuit, the Post Oak Drive-In, and the Delman have taken to the air waves to plug current and coming attractions.

## JACKSONVILLE

In town from Atlanta for a Paramount gathering were Gordon Bradley, southeastern manager, and publicist Leonard Allen. . . . Calling at the Howco office was Scott Lett, company executive from Charlotte. . . . Louis Pauza has moved from the head booker's post, 20th-Fox, to salesman, United Artists. . . . Captain Hans Vige, owner, Pinecrest Drive-In, was hospitalized with a broken pelvis. . . . Thomas P. Tidwell, 20th-Fox branch manager, returned from a Southern sales meeting in Atlanta. . . . Louis J. Finske, FST president, was welcomed back from a European trip at a barbecue luncheon in the Studio, attended by branch managers, FST home office personnel, and FST managers. . . . Grady Goodwin, former Texas exhibitor, is the new head booker, 20th-Fox. . . . Volunteer ticket takers at the Jacksonville Fair in November will be WOMPI members and Variety Club barkers. . . . Released from Baptist Hospital in good shape was Buck Robuck, United Artists salesman.

## Projectionist Seeks Patent For New Drive-In Device

DALLAS—Dalton P. Clark, a local projectionist, has applied for a patent on his device to enable drive-in patrons to receive screen sound through their car radios. Clark announced that Car Audio, Inc., will be established here to manufacture and distribute the invention.

According to Clark, the device can be sold at a very low price and is completly insulated for the safety of patrons. Tests already completed, according to Clark, show that sound quality, when reproduced through a car radio set, can be of top quality.

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MIAMI, FLA., NEWS—Managerial shifts included Dewey Mousson to manager, Sunset, South Miami, replacing Tom Leighton, resigned; Mike Rosenkranz, from manager, North Dade Drive-In, to manager, Tower, replacing Charles Rich, resigned; Del Powell from relief manager, Wometco's Fort Lauderdale, Fla., houses to vacation relief manager, Miami; Nat Trauman, promoted from assistant manager of concessions, North Dade Drive-In, to be manager of the same ozoner. . . . Jack Miller, manager, Gables, Coral Gables, Fla., died while undergoing surgery. . . . Leslie Daniel Swaebe, former Wometco manager, died in Savannah, Ga. . . . Participation by 23 Wometco Theatres in the Will Rogers Memorial Hospital collection last month resulted in $836.30 accruing to the hospital.

## MINNEAPOLIS

Charles Winchell, president, Minnesota Amusement Company; John Branton, head buyer and booker; Ev Seibel, director of advertising and publicity; and Tommy Martin, Minneapolis city manager, were attending the annual meeting of American Broadcasting-Paramount Theatres this week in Westchester County, N. Y. . . . M. A. Levy, 20th-Fox midwest division manager; Harold Lundquist, assistant to the division manager; and Jack Cohan, Minneapolis branch manager, attended the company sales meeting in Kansas City. . . . Sam Gorelick, district manager, J. Arthur Rank Organization, was in. . . . Ann Griffin, former booker, 20th-Fox, was married to William Rox. . . . "Around the World in 80 Days" in the Academy has set a couple of records. One of them is 56 straight sold-out performances, the run ending just after Labor Day. The other is that, of the first 88 performances, 79 were sold out. . . . Donald Niebaum has been appointed manager, Strand, Waterloo, Ia., succeeding William Towy, transferred to Rock Island, Ill.

The city council of Eau Claire, Wis., passed an ordinance reducing annual license fees

## The Nickel Admission Makes A Comeback

**JACKSON, OHIO—Apple Festival Week here usually is a very dull business period at the Markay. But not this year!**

**Robert Oda, manager of the Chakeres Circuit house, screened an old time nickelodeon-type show, featuring ancient Mack Sennett comedy films, with the house and lobby appropriately decorated, and all house personnel appropriately costumed.**

**The films were screened every half hour, and admission was an appropriate five cents. The house was packed day and night, and the stunt created substantial interest and goodwill among area patrons.**

BLASTING BOX-OFFICE RECORDS EVERYWHERE!
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ARMORED ATTACK!
(Formerly "The North Star")
A ROLLING WALL OF STEEL THAT SPIT LIVING HELL!
Released by NTA
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MARLON BRANDO · TERESA WRIGHT · JACK WEBB
BATTLE STRIPE
(Formerly "The Men")
BLAST 'EM... BOMB 'EM... BAYONET 'EM! YOU CAN'T STOP MEN LIKE THESE!
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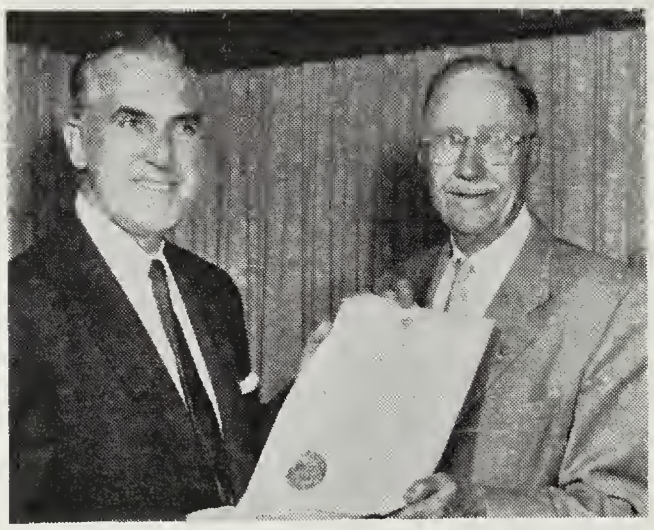
DALLAS, Texas 2013½ Young Street Riverside 7-1911
LOS ANGELES, Calif. 9952 Santa Monica Blvd. Crestview 4-8849
MINNEAPOLIS, Minn. 1011 Currie Ave. No. Federal 8-7013

# Reade Drive-Ins Add New Patron Service

OAKHURST, N. J.—Five Walter Reade drive-ins in New Jersey have added a unique patron service to facilities in the form of a "Small Change Room."

The Eatontown Drive-In, Eatontown; the Woodbridge Drive-In, Woodbridge; Lawrence Drive-In, two miles north of Trenton; the Trenton Drive-In, Robbinsville; and the Atlantic Drive-In, outside Atlantic City, have picked up the extra service from the circuit's New Jersey Garden State Parkway Restaurants.

After a successful tryout at the Parkway restaurants, the rooms have now been made a permanent feature at the Reade drive-ins. The new service provides a free diaper, baby oil, and powder for infants. The Small Change Room is situated near the ladies' room and is decorated with baby pictures, toys, and furniture.



**Los Angeles City Councilman Earle D. Baker recently presented Universal-International's vice-president Alfred E. Daff with an official resolution from City Council honoring the film company for its Motion Picture Golden Jubilee film, "Man Of A Thousand Faces."**

# UA Salesmen Lead In Playdate Race

NEW YORK—Three United Artists salesmen, Charles Robuch, Jacksonville; Bob Hazard, San Francisco; Morris Hamat, Montreal, have won top cash prizes in the sixth lap of United Artists Prize Twelve Playdate Contest, it was announced last week by James R. Velde, general sales manager.

First-place prizes for bookers in the playdate and playoff contest went to Albert Hughes, Dallas; Tom Szelenyi, San Francisco; and Bert Cooper, Calgary.

Second-place awards went to salesmen Maurice Artigues, New Orleans, and John Dabson, Kansas City. Runners-up in the bookers competition were Doris Faston, Jacksonville, and Ralph Hacker, St. Louis.

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for theatres. Under the new scale, theatres with less than 500 seats were cut from $100 to $35, and theatres of from 501 to 1,000 seats from $100 to $50. Theatres with over 1,000 seats will pay $100. The request for the reduction was made jointly by Minnesota Amusement Company, operator, State, and Sheldon Grengs, owner, Hollywood. . . . Theatres slated to reopen were the Kee, Wilmot, Minn., owned by D. N. Wagner, and the Star, Stewart, Minn., operated by Wally Lucknow.

## NEW HAVEN

HARTFORD, CONN., NEWS—Jean Franenberger, secretary to Morris Jacobson, general manager, Strand Amusement Company, Bridgeport, Conn., suburban circuit, announced her engagement to Robert A. Bramann. . . . Hal Bogue, resident manager, Palace, Stafford Springs, Conn., for Markoff Brothers Theatres, and Mrs. Bogue marked their 30th wedding anniversary. . . . Ray McNamara, Allyn, screened Warners' "The Pajama Game" for labor and civic representatives at the Avery Memorial. Art Moger, Warners exploitation department, worked with McNamara. . . . Joe Bresnahan, Smith Management's Meadows Drive-In, marking its third anniversary, tied-up with merchants for prizes on anniversary night. . . . Felicia Farr, starring in Columbia's "3:10 to Yuma," came through Connecticut, talking to New Haven and Hartford critics.

## NEW ORLEANS

Warners division manager W. O. Williamson and district manager Grover Livingston were visitors. . . . June Akerman, NSS booker, returned to her desk following surgery. . . . W. E. Limmroth, Giddens and Rester circuit general manager, named Joe Lions manager, Downtown. Lions formerly was with Joy's Theatres in charge of publicity and public relations. . . . Bijou Amusement Company reopened the Temple, Baton Rouge, La., which was closed about a year ago. . . . The Pike Booking Company, McComb, Miss., took over buying and booking for Noble Theatres. . . . Paramount Gulf president Henry G. Plitt will serve on the committee of four co-chairmen assisting general chairman Mitchell Wolfson at the forthcoming Theatre Owners of America convention in Miami, Fla., next month. . . . Charles Gower, general manager, McElroy Theatres, named Fulton Jones, Jr., manager, Fox Drive-In, Marshall, Tex., succeeding Ike Sanders, resigned. Jones formerly was assistant manager, Barksdale Drive-In, Bossier City, La. . . . John Winberry has succeeded the late H. Duvall as Columbia branch manager. Winberry was a Columbia salesman here before taking over as Houston branch manager two years ago.

## NEW YORK

Berk and Krumgold, theatre realty specialists, announce they have consummated a long term lease for the 1,400 seat Surf, Coney Island, with Arthur Sharby, who operates three other theatres in Brooklyn and Long Island. The owner of the Surf is the Surf Operating Corporation. . . . Guy Biondi became the father of a girl. Biondi is director of field operations for Michael Todd's "Around The World in 80 Days." . . . On the foreign film front, Times' "Sins of Casanova" will premiere in the Little Carnegie on Oct. 6; Zenith Amusement Enterprises' "The Virtuous Scoundrel" will follow "Oedipus Rex" into the Fifth Avenue Cinema. . . . Jean Goldwurm, president, Times Film Corporation, returned from Europe, where he attended the Venice Film Festival and conferred with movie makers in England and on the continent.

## PHILADELPHIA

Elizabeth V. Ziegler, United Artists office manager and oldest employee, went into Hahnemann Hospital for an operation. . . . Lou Blaustein, the National Screen Service salesman long on the sick list, now is in Einstein Medical Center, Northern Division. . . . It is said that the death of Frank Hammerman, Boulevard, Brookline, Pa., from a heart attack indirectly resulted from a disturbance teenagers made in the theatre during the showing of 20th-Fox's "Bernardine." . . . Bill Sage, manager, Roxy, Northampton. Pa., for the past 23 years, has left to go into another business. He has been replaced by Joseph Schuch. . . . Eli Lagoze, formerly in Pittsburgh, now is a salesman with the local 20th-Fox exchange, covering the upstate territory. . . . The Bryn Mawr, Narberth, Hill, Lawndale, Spruce, and other houses have worked out simultaneous showing deals on art house product. . . . United Artists' Robinson-Basilio fight pictures skipped a downtown first run and opened directly in the neighborhoods and drive-ins. . . . Jack Jaslow was pleased with the switch of "Marcelino" from the SW Stanton to the SW Mastbaum.

HARRISBURG, PA., NEWS—Manager E. G. Wollaston and assistant manager, Spike Todorov, arranged a tie-up with Pomeroy's department store whereby special window displays attracted widespread attention to "The Pajama Game," in the State. . . . The Lemoyne, Lemoyne, Pa., closed its doors with the showing of "Loving You." It was built by Chetco Theatres Corporation, Lancaster, Pa., about 20 years ago. David R. Jones, now manager, Camp Hill, Camp Hill, Pa., managed the theatre for seven years until the last four months, when Neal Moser

**Here's proof that Warners' publicists take their campaigns seriously. The home office staff is seen as they recently discussed "The Pajama Game" with representatives of Weldon Pajamas. Seen, left to right, seated, are Meyer M. Huntner, national publicity manager, and Joseph Smith, president, Weldon Pajamas, and, standing, left to right, Jack Kingsley, Irving Windisch, home office publicity manager Charles Cohen, Bob Boehnel Weldon ad manager Gene Gaynor, Sid Rechetnik, Jack Tirman, secretary Rosemary Parrino, Graham Wahn, and Felix Greenfield.**

## Carlisle, Pa., Voters To Settle Sunday Movies

HARRISBURG, PA.—Carlisle, Pa., voters will once again decide the question of Sunday movies in the November general election. The Cumberland County Election Board received and approved a petition from Carlisle Borough Council bearing 1,914 signatures of qualified voters, requesting that the question of Sunday movies be placed on the ballot.

According to state law, a written petition signed by at least 20 per cent of the highest vote cast for any candidates in the municipality at the last preceding general or municipal election is required for a referendum. The Carlisle petition of 1,914 was well in excess of the 1,344 needed under the law.

The voters rejected Sunday movies in the 1949 and 1953 elections, in the latter case by only 274 votes.

was in charge. . . . Jack O'Rear, manager, Colonial, was in Jefferson Hospital, Philadelphia, for two weeks under observation. He is now recuperating at home. . . . Two State aides, Joseph Myers and Harold Rudy, were on the sick list.

READING, PA., NEWS—A small theatre, part of the Dreamland Park property north of Reading, was sold with other buildings there, through the Reading office of the Internal Revenue Service, to Paul J. Zipp, a Dauberville building contractor, for $34,000. Zipp said he had no plans yet for the property, but that it has "loads of possibilities." . . . Eugene Koneke, 81, old time Wilmer and Vincent partner, died in Utica, N. Y.

### PITTSBURGH

Howard G. Minsky has been appointed eastern sales manager, International Telemeter Corporation, by Louis A. Novins, president, and will headquarter in the Paramount Building here. Minsky has resigned as mideastern division manager for Paramount, a position he held since 1950. . . . The Farmington in West Virginia is to be reopened by Leslie Mahaney. . . . The New McKee has been reopened by Joe Bezak, projectionist. It was formerly managed by Archie Fineman. . . . The Grand, Hollidaysburg, Pa., formerly the Manos, is being reopened by Steve Chingos. Frank Thomas is licensing the theatre. . . . The Lake, Erie, Pa., is now being reopened as the Roxy, managed by William Zeny.

C. C. Kellenberg, who resigned sales duties with 20th-Fox after more than 35 years, has acquired some of the theatre accounts formerly handled by the Star Distributing Agency. Kellenberg's successor as sales manager under Nat Rosen, 20th-Fox branch manager, was to be announced. . . . The Casino, Claysburg, Pa., was to be reopened. . . . Mr. and Mrs. Harry Rachiele, theatre owners for many years in the area, are leaving to reside in Phoenix, Ariz.

### PORTLAND

Fox-Evergreen men attending the National Theatres conclave in Los Angeles included Oscar Nyberg, district manager; Rex Hopkins, manager, Hollywood; and Eldon Robbins, manager, McDonald, Eugene, Ore. Hopkins was the Portland regional winner of the manager's trip to the meeting. . . . Jane Russell was here in the interest of World Adoption International Fund (WAIF). . . . Earl Keat, United Artists representative, was here working on product. . . . Sammy Siegel, Columbia, was working on "3:10 to Yuma." Ted Gallanter, associate producer, Columbia, conferred with theatre managers and the press at a luncheon at the Benson Hotel. Gallanter was working on "Pal Joey."

MODELS CLAIM FIGURES TAMPERED WITH
BOSS VOWS: WE'LL GET TO THE BOTTOM OF THIS
"PAJAMA GAME" MASTBAUM
RIOT AT THE PAJAMA FACTORY
PAJAMA GIRLS BLOW THEIR TOPS

These models proved an attractive publicity stunt for Warners' "The Pajama Game," SW Mastbaum, Philadelphia, recently, as they paraded central city streets.

### ST. LOUIS

The Cuba, Cuba, Mo., was to reopen on a part-time basis, according to owner Adolph Meier. . . . Dick Lockett, who purchased the Ashland, Ashland, Ill., recently, has not announced future plans for the building. . . . Pioneer eastern Illinois exhibitor M. O. Musser, and octogenarian, died at Terre Haute, Ind. . . . Paramount branch manager Harry H. Haas returned from a company regional meeting in Dallas. . . . William Tinges, Jr., resigned as office manager and head booker, Allied Artists. Margaret Collins, cashier and booker, was promoted to replace him. . . . William C. Gehring, Jr., 20th-Fox branch manager, was in Kansas City for company meetings. . . . Andy Dietz' Cooperative Theatres will book the houses owned by Mrs. Homer Ferguson, Malden, Mo., widow of the late exhibitor.

### SAN ANTONIO

Popcorn is up to 15 cents a bag in every theatre in the city except the Arts, where it is still 10 cents a bag. . . . The Model Markets, local grocery stores, were offering free tickets for a big free film festival in the four Statewide Drive-Ins here. There was no tax or service charge on the tickets, honored at the Alamo, Rigsby, South Loop 13, and the Mission Twin. . . . Dora E. Zamora, Azteca exchange, returned to her desk after surgery.

LEAVE SPEED
JET PILOT
SLOW DOWN
SCHOOL
LEAVE SPEED
JET PILOT
"JET PILOT"
STANLEY

Universal exploiteer David Kane recently sold Philadelphia on the idea of posting on center-city light poles signs on "Jet Pilot" due to back-to-school, speed warning, and Air Force recruiting themes. A. J. Vannie, SW district manager, and John Roach, manager SW Stanley, inspect a sample.

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3 Heavy-saturation multiples
with the famous TERRY TURNER "touch"!
Oct. 2. Comerford and Area Theatres
Oct. 9. Lancaster-York-Harrisburg
Oct. 27. Warner Bros. and Phila. Keys

In Flaming EASTMAN COLOR

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JOSEPH E. LEVINE in association with Terry Turner presents
WALK INTO HELL
A savage story filmed on a wild trek into the jungles of New Guinea!

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The Pent-Up Fury of Today's Rock 'n' Rollers, Hungry for "Kicks"
"CARNIVAL ROCK"
WITH
SUSAN CABOT BRIAN HUTTON DAVID J. STEWART
and the PLATTERS

HOW CAN YOU TELL THEM TO BE GOOD they've too many reasons to be bad!
"TEEN-AGE THUNDER"
WITH
CHARLES COURTNEY
MELINDA BYRON
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*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**MANAGER,** Conventional and Drive-In, experience, ad man and film buyer. Presently employed first run operation. Desire better opportunity Philadelphia, Baltimore, Washington area. **BOX A925, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**EXPERIENCED MANAGER,** conventional and drive-in, age 39, family man, honest, highest integrity, advertising and exploitation citation winner. Seeking permanent position, now employed. Welcome all inquiries. **BOX B925, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**YOUNG MAN,** late twenties, five years theatre management experience. New York City resident. What have you to offer me? Can make small investment if necessary. **BOX C925, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGER** wanted for conventional theatre in New Jersey; permanent; top salary; real opportunity for aggressive man; many benefits including retirement plan; group insurance; and hospitalization. **Apply WALTER READE THEATRES, Mayfair House, Deal Road, Oakhurst, New Jersey or call KEllogg 1-1600.** (925)

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**ASSISTANT MANAGER WANTED** for central city first run operation. Good salary, good opportunity. Apply in person. **STUDIO THEATRE, Philadelphia, Pa.** (102)

***Address all correspondence to—*** **The A-MAN Corner** **Motion Picture Exhibitor**
**246 North Clarion St., Phila. 7, Pa.**

NEW HORIZONS IN
MOVIE ENTERTAINMENT!
NATIONAL THEATRES
ANNUAL CONVENTION
23-26 · ALISAL RANCH, SOLVANG, CALIF.

**Shirley MacLaine recently took time off on the set of Paramount's "The Matchmaker" to extend greetings to National Theatres managers, who were holding their annual convention at the Alisal Ranch, Solvang, Cal.**

. . . Jerry Jobe has purchased the Tower, Itasca, Tex., from Ernest H. Rockett. . . . Dan McCarthy is president and general manager, Leroy and Company, San Marcos, Tex., which operates the Holiday, Palace, and Texas, as well as the San Marcos and Kind Drive-Ins. Mrs. Georgia McCarthy is chairman of the board and Larry Wehrman is resident manager. . . . There is no ready explanation, but Rufus Honeycutt, manager, Brunson, Baytown, Tex., reports that dill pickles have edged out candy as the best seller at the theatre's candy bar.

## SEATTLE

Jack Burke, former branch manager, 20th-Fox, now living in Honolulu, was a visitor. . . . Chilton Robinett, current 20th-Fox branch manager, attended meetings in California. . . . Bob Anderson opened his new Burien. . . . Chuck Rosemeyer, Allied Artists salesman, was in eastern Washington. . . .

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ONE MONICA PLACE, BALDWINSVILLE, N. Y.

Variety Club's monthly meeting was set for today (Oct. 2) at the Rendezvous Club Rooms.

## WASHINGTON

The Variety Club held a luncheon for the ladies who will serve for the annual Welfare Awards Drive. Heading the women's group are Mrs. Sara S. Young and Mrs. Mannie E. Lipskey, cochairmen, women's committee: and Mrs. Frank M. Boucher and Mrs. Clark M. Davis, cochairmen, special committee. Among others attending the luncheon were Marvin Goldman, chief barker; Morton Gerber, chairman, welfare committee; George A. Crouch and Nathan D. Golden, vice-chairmen, welfare committee; and Frank M. Boucher, Jack Fruchtman, and George Nathan, ways and means committee. . . . The Variety board of governors played host to the District Commissioners when two new honorary members were given their cards at a luncheon. The new members are Colonel Alvin C. Welling, engineer commissioner of the District of Columbia, and Maxwell Rabb, secretary to the cabinet. . . . Variety Club of Washington approved the new members, including Ernest S. Johnston, Bernard Bralove, Louis B. Land, and Roy Richardson.

Loew's Capitol presented the Judy Garland show. . . . Mr. and Mrs. Al Bernstein announced the birth of a son. Bernstein is district manager for Neighborhood Theatres in the Petersburg, Va., district.

## Warners' Manager Feted On Retirement

SALT LAKE CITY—The local industry assembled recently to fete William F. Gordon at a party on the occasion of his retirement after 33 years as Warners branch manager here. Gordon started his career with Warners in 1919 as a salesman in the Denver territory. In 1924, he was transferred to Salt Lake City as branch manager, a position he had held since that time.

Always active in business organizations, Gordon also participated in civic affairs, particularly as a leader in civic rallies and bond drives during World War II.

He indicated that he will continue his hobby of collecting rare coins and stamps and devote much time to these while he recovers from the illness that prompted his retirement.

ANNIVERSARY
CELEBRATION!

**Ted Schlanger, general zone manager, Stanley Warner Theatres in Philadelphia, seated third from left, recently attended a meeting of the SW executive staff and zone managers to launch a drive celebrating his 25th anniversary with the company. Seated are William Yurasko, head booker; Birk Binnard, ad director; Art Piper, contact department; Paul Castello, district manager. Standing are Herman Comer, advertising; A. J. Vanni, district manager; Bob Mills, engineering; Jack Flynn, district manager; Charles Zagrans, booker; Hank Goldman, booker; and Herman Levine, real estate.**

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SERVISECTION

*The original Pink Section evaluations of features and shorts*

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SECTION TWO
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# ALLIED ARTISTS

## Hot Rod Rumble (5717)

MELODRAMA 79M

ESTIMATE: Lower half entry has teenage appeal.

CAST: Leigh Snowden, Richard Hartunian, Wright King, Joey Forman, Brett Halsey, Larry Dolgin, John Brinkley, Chuck Webster, Ned Glass, Phil Adams, Joe Mell. Produced by Norman T. Herman; directed by Leslie H. Martinson.

STORY: Eccentric mechanic and drag strip racer Richard Hartunian joins a hot rod club, but is an unpopular member. His girl, Leigh Snowden, switches her attentions to Larry Dolgin at a party, and this leads to a fight stopped by club members headed by Brett Halsey, previously defeated by Hartunian in a race. Wright King, pretending to be Hartunian's friend, keeps the antagonism going, tries to win Snowden for himself. Snowden and Dolgin are forced into a hot rod crash in which Dolgin is killed. Snowden believed the other driver was Hartunian, but it was King. Hartunian is blamed by all for the accident and although there is no proof, vindictive club members destroy his race car engine and beat him. Snowden finally learns it was King who caused the crash. Hartunian wins the race, despite efforts to crowd him off the road. He is cleared and reunited with Snowden.

X-RAY: This topical entry for the lower half of the program has definite teenage appeal in a cast of youthful, although unknown, players, and a theme of hot rod racing and adolescent romance. There is plenty of action. Screenplay is by Meyer Dolinsky.

AD LINES: "Red Hot, Hot Rod Romance"; "A Thrilling Drama Of Today's Youth"; 'Teenage Love And Thrills."

## Spook Chasers (5716)

COMEDY 62M

ESTIMATE: Bowery Boys' Series average.

CAST: Huntz Hall, Stanley Clements, Percy Helton, Jimmy Murphy, David Condon, Eddie LeRoy, Bill Henry, Darlene Fields, Peter Mamakos, Ben Welden, Robert Christopher, Pierre Watkin. Produced by Ben Schwalb; directed by George Blair.

STORY: Real estate agent Bill Henry and his assistant, Darlene Fields, unload "a paradise in the mountains" to Percy Helton, ordered by his physician to take a long rest. His pals, the Bowery Boys, help him move into the place, which is really a dilapidated farmhouse used as a robbers' hideout. They find some hidden banknotes and pay off the mortgage; this draws the attention of the crooks, who order Henry to get the tenants out. Fields tries to use her charms on Hall while Henry tries to scare the boys away. Both fail. Finally the boys are confronted with some phantom-like goons in the person of the loot-hungry mobsters. They make short work of them, however, and turn them over to the police. Helton decides he has had enough "cure."

X-RAY: This is right in the Bowery Boys' groove and they do right handsome in a slapstick fashion by the Elwood Ullman screenplay, which offers nothing new but does manage to squeeze some laughs out of a tried and true sure-fire comedy pattern. Production and direction are adequate and where the lads are still popular this should bring in their followers.

AD LINES: "It's A Howl Of A Prowl!"; "A SPOOKtacular Film Frolic"; "It's Eerie Dearie And Jest Full Of High Spirits!"

# AMERICAN—INT.

## Cat Girl

MELODRAMA 69M.

(English-Made)

ESTIMATE: Mediocre horror film.

CAST: Barbara Shelley, Robert Ayres, Kay Callard, Paddy Webster, Ernest Milton, Lilly Kann, Jack May. Produced by Lou Rusoff and Herbert Smith; directed by Alfred Shaughnessy.

STORY: Barbara Shelley inherits the curse of her family when her uncle dies and it has something to do with her soul entering the body of a leopard kept on the premises after which the animal goes off on a bloodletting spree. Her husband, who never loved her, is disposed of in this way and since she is still in love with doctor Robert Ayres, Shelley decides to get rid of his wife, Kay Callard. Ayres manages to kill the leopard and Shelley dies as well, the curse finally ended.

X-RAY: Lots of British-type conversation is to be heard until this import gets moving, which it does erratically. The story is only mildly interesting and the direction and production leave much to be desired. It can be used as filler on an exploitation horror program if desired and where audiences are not too fussy. Lou Rusoff wrote the screenplay.

AD LINES: "She Was Cursed With A Horrible Inheritance"; "Her Life Could Never Be Her Own"; "Death Stalked The House Inhabited By The Cat Girl."

# COLUMBIA

## The Harlem Globetrotters (218)

NOVELTY 80M

(Reissue)

ESTIMATE: Reissue is good sports show for some spots.

CAST: Thomas Gomez, Dorothy Dandridge, William Brown, Bill Walker, Angela Clarke, Peter Thompson, Steve Roberts, Peter Virgo, Ray Walker, Al Eben, Ann E. Allen, Tom Greenway, William Forrest, and the Harlem Globetrotters. Produced by Buddy Adler; directed by Phil Brown.

X-RAY: When first reviewed in THE SERVISECTION of November, 1951, it was said: "Featuring some of the most amazing basketball ever seen, this should please and amuse sport fans and others. The cast is good, the story interesting, and the direction and production in the better class. In houses that play negro films, this should be terrific. In houses that can play this type of film fare and where sports are welcomed, the reaction should be good . . . "

TIP ON BIDDING: Reissue price.

AD LINES: "Basketball That Will Amuse And Amaze You"; "The Miracle Men Of Sports".

## The Story Of Esther Costello (214)

MELODRAMA 103M.

(English-Made)

ESTIMATE: Good Crawford entry is made to order for the ladies.

CAST: Joan Crawford, Rosanno Brazzi, Heather Sears, Lee Patterson, Ron Randell, Fay Compton, John Loder, Denis O'Dea, Sidney James, Bessie Love, Robert Ayres, Maureen Delaney, Harry Hutchinson, Tony Quinn, Janina Faye, Estelle Brody, June Clyde, Sally Smith, Diana Day, Megs Jenkins, Andrew Cruikshank, Victor Rietti, Sheila Manahan. A David Miller Production in charge of Jack Clayton; directed by David Miller.

STORY: Visiting in Ireland, wealthy Bostonian Joan Crawford is persuaded by priest Denis O'Dea to help adolescent orphan Heather Sears, who is deaf, dumb, and blind as the result of an accident five years before. When doctors diagnose the case as psychological and beyond treatment, Crawford puts the girl in a special school in the U.S. to learn sign language. Sympathetic reporter Lee Patterson generates national interest in the case, and Crawford and the now communicative, intelligent Sears make personal appearances to raise money for other deaf mutes. When Crawford resumes married life with estranged husband Rosanno Brazzi, he brings in promotor Ron Randell, and the two put the fund campaign into high gear, milking private profit on the side. On a European tour, Crawford anxiously watches Brazzi's affections wandering and, in London, discovers the misuse of the charity funds. Just as Patterson, now in love with Sears, arrives in London and is about to expose Brazzi's fraud, Brazzi, attracted by the pretty Sears, attacks her physically, and the shock brings Sears back to her full senses. When she discovers the intimacy, Crawford determines to take her life and Brazzi's. After the two are

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killed in an auto "accident," Sears prepares to explain the situation to the public with the help of O'Dea and to face a normal future with Patterson.

X-RAY: Spiked with everything from the tender relationship between Crawford and Sears to fraud, rape, murder, and suicide, and set against the usual lavish production accorded the star, this film should realize good money from adult audiences. Apart from its exploitable properties, it features good direction and performances, especially from newcomer Sears, and emerges as a well-made meller with some powerful and believable scenes. It gets off to a slow start, although the opening stanza in which the child is injured is truly frightening. The degradation and violence, however, are handled without lurid detail, with the result that the film is not unsuitable for older teenage groups; but this same virtue is likely to make it more successful in metropolitan spots than in rural ones. The screenplay is by Charles Kaufman from the Nicholas Montsarrat novel. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Better Rates.

AD LINES: "They Called Her The Golden Virgin"; "What Crimes Are Committed In The Name of 'Charity'"; "A Potent Drama Of Love And Villainy."

## MGM

### Les Girls

MUSICAL
116M

(MetroColor)
(CinemaScope)

ESTIMATE: Money musical.

CAST: Gene Kelly, Mitzi Gaynor, Kay Kendall, Taina Elg, Jacques Bergerac, Leslie Phillips, Henry Daniell, Patrick Macnee, Stephen Vercoe, Philip Tonge, Produced by Sol C. Siegel; directed by George Cukor.

STORY: Authoress Lady Kay Kendall, married to Leslie Phillips, is being sued for libel in London by Taina Elg, married to Frenchman Jacques Bergerac. Kendall's spicy autobiography, recalling the days when she, Elg, and American Mitzi Gaynor were part of Gene Kelly's dance act "Les Girls" when it toured the continent, has proven a best seller. To protect her marriage and the reputation her husband attributes to her, Elg has sued. First, Kendall gives her version of the facts; next, Elg tells her story on the witness stand, each by way of flashbacks. Kelly, now married to Gaynor, appears as a surprise witness and tells what he claims is the true story. He thus saves the reputation of both Kendall and Elg, the suit is dropped, and each woman is safe in the arms of her respective husband. However, in telling the story, Kelly has not spared himself, and finds he has to do some tall explaining to Gaynor.

X-RAY: This opulent dance musical, which is slanted to adults and has Cole Porter music and lyrics and choreography by Jack Cole, unreels entertainingly and holds interest throughout. This is due mainly to a restless camera, an abundance of beauty, and the thrice-told backstage tale, which is novel and amusing. Some of the dialogue, action, dances, and lyrics are highly sophisticated, but the film should appeal to nearly all audiences inasmuch as there is something to please almost everyone. Naturally, the dance sequences stand out, with one duet between Kelly and Gaynor particularly impressive, and the songs are catchy and pleasing. The performers all are excellent, with Kendall especially effective in a lengthy jag sequence; but Elg and Gaynor register also in many scenes. Kelly is tops all the way, and Bergerac, as a French swain, and Phillips, as an English lover are close behind. Screenplay is by John Patrick, from a story by Vera Caspary.

TIP ON BIDDING: Higher brackets.

AD LINES: "He Was 'Les Girls' Best Friend!"; "The Dance Musical With The Sophisticated Touch!"; "Who Was Telling The Truth About That Romantic Spring In Paris?"

## PARAMOUNT

### The Joker Is Wild (5705)

DRAMA
123M

(Vistavision)

ESTIMATE: Joe E. Lewis biography is entertaining.

CAST: Frank Sinatra, Mitzi Gaynor, Jeanne Crain, Eddie Albert, Beverly Garland, Jackie Coogan, Barry Kelley, Ted de Corsia, Leonard Graves, Valerie Allen, Hank Henry. Produced by Samuel J. Briskin; directed by Charles Vidor.

STORY: In Chicago in the early 30's, Frank Sinatra, as Joe E. Lewis, is liked as a singer by speakeasy customers and when a rival night club tries to take him away "speak" owner Ted de Corsia warns him he faces death. Accompanist Eddie Albert fails to dissuade him and, after he opens in the new spot, he is attacked by gangsters and almost dies. When he recovers he is scarred, his voice has lost its quality, and he avoids his friends. They locate him several years later in New York, where he is working in burlesque. Albert sees to it that Sinatra meets Sophie Tucker, who gets him a break on stage. He goes over as a comedian and his singing is incidental. He also meets socialite Jeanne Crain, who falls in love with him; he thinks their differences are too great to overcome and he puts off setting a wedding date. He becomes the rage of the night club set and likes to drink. When war breaks out, he and Albert take off on a U.S.O. tour and Crain marries someone else. When he comes back, he marries chorus girl Mitzi Gaynor on the rebound, but it doesn't work out and they separate. He goes on with the night clubs, gambling, and liquor.

X-RAY: Frank Sinatra, a man of many talents, shows them off to advantage in this biographic expose of night club comic Joe E. Lewis. He puts across the jokes, the songs, and the personality, while the story is of average interest. The balance of the cast backs him up and direction and production are okay. The film is a bit too long for the story line. Where Joe E. Lewis is known, it will be appreciated; where not, public acceptance will fall on the shoulders of Sinatra. A number of songs are heard. The screenplay is by Oscar Saul, based on a book by Art Cohn. This bears a Legion of Decency "B" rating.

TIPS ON BIDDING: Higher rates in some situations.

AD LINES: "The Funniest Night Club Comic of Them All"; "You'll Love Him or You'll Hate Him—But You've Got to Admit He's Got Guts"; "Don't Miss Frank Sinatra At His Best."

### Jumping Jacks (R5732)

COMEDY
103M

(Reissue)

ESTIMATE: Reissue should ride into the better money.

CAST: Dean Martin, Jerry Lewis, Mona Freeman, Don Defore, Robert Strauss, Dick Erdman, Ray Teal, Marcy McGuire, Danny Arnold. Produced by Hal B. Wallis; directed by Norman Taurog.

X-RAY: When first reviewed in THE SERVISECTION of June, 1952, it was said: " . . . With a goodly number of laughs, this compares well with other M. and L. releases . . . It should ride into the better money . . . The plot (which has the boys entangled with the paratroopers) is about standard, the actors do well, and the direction and production are about as expected . . . There are six tunes . . . "

TIP ON BIDDING: Reissue price.

AD LINES: "They're In The Army Now!"; "The Boys Become Paratroopers And Even The Clouds Scurry For Cover"; "They Float Through The Air With The Greatest—Of Dizzy Spells."

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### Sailor Beware (R5731)

COMEDY
96M

(Reissue)

ESTIMATE: Reissue should register.

CAST: Dean Martin, Jerry Lewis, Corinne Calvet, Marion Marshall, Robert Strauss, Leif Erickson, Don Wilson, Vincent Edwards, Skip Homeier, Dan Barton, Mike Mahoney, Mary Treen. Produced by Hal B. Wallis; directed by Hal Walker.

X-RAY: When first reviewed in THE SERVISECTION of December, 1951, it was said: "The boys are as zany as ever, depending on tried and tested tricks and gags to get laughs, with a lightweight yarn to tie things together. The cast is adequate, as are the direction and production . . . Half a dozen tunes are heard . . . This should account for itself well anywhere, especially where the team is popular."

TIP ON BIDDING: Reissue price.

AD LINES: "Waves Of Fun"; "He Was Allergic To Dames Until She Came Along"; "Brought Back to Renew Gales of Laughter."

### Short Cut To Hell (5702)

MELODRAMA
87M.

(VistaVision)

ESTIMATES: Re-make is effective meller for the program.

CAST: Robert Ivers, Georgann Johnson, William Bishop, Jacques Aubuchon, Peter Baldwin, Yvette Vickers, Murvyn Vye, Milton Frome, Richard Hale. Produced by A. C. Lyles. Directed by James Cagney.

STORY: Robert Ivers, young professional killer, is hired by Jacques Aubuchon to kill several people that are on the elimination list of the syndicate and he is paid off in stolen money in the hope that police will try to arrest him and he will be killed. When he discovers the doublecross, he vows to kill Aubuchon, who he learns headquarters in Los Angeles. En route there he gets entangled with Georgann Johnson, entertainer and fiancee of detective William Bishop. He uses her as a hostage when the police get close. She gets away but Aubuchon having seen them together thinks she knows his whereabouts and takes her prisoner. Ivers gets her away as the police close in and they take refuge in a huge factory. Johnson helps him escape and he gets to Aubuchon as well as his boss, the head of the syndicate, Richard Hale. Ivers kills both after getting their incriminating confession down on a record. A police bullet ends his career and Bishop and Johnson are reunited.

X-RAY: James Cagney comes through pretty well as a director in this, his first try at such, we think. The story moves, the cast of unknowns is good with leads Ivers and Johnson impressing. The latter particularly has a cute personality and manner about her. It should do okay in the supporting slot on the program. Incidentally, Cagney appears on screen to introduce the film which is an interest-holding meller. The screenplay is by Ted Berkman and Raphael Blau, based on the screenplay "This Gun For Hire" by W. R. Burnett and the novel by Graham Greene. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Program price.

AD LINES: "His Gun Was Always Quick and Ready"; "He Was A Cold-blooded Killer Until The Right Girl Came Along."

### Stowaway Girl (5701)

DRAMA
87M

(English-Made)

ESTIMATE: For the program.

CAST: Trevor Howard, Pedro Armendariz, Elsa Martinelli, Leslie Weston, Donald Pleasance, Jack McGowran, Warren Mitchell. Produced by Ivan Foxwell; directed by Guy Hamilton.

STORY: While a British tramp steamer is docked at a South American port, Elsa Martinelli persuades crew member Pedro Armendariz to smuggle her aboard so she can get to England to locate her English father. Captain Trevor Howard discovers her and punishes Armendariz intending to put him and the girl ashore together on an island they pass. She persuades him to let her remain and they fall in love despite a difference in ages. Fire breaks out and they are forced to abandon the ship, with Martinelli getting away in a different lifeboat from Howard. Rescued, she awaits Howard's arrival but he has decided to give her up, thinking he is too old. He sends her considerable money with Armendariz, who tells her Howard is dead. He sees she is deeply affected and persuades Howard to go to her.

X-RAY: A different locale and background is to be found here, as well as an unorthodox romance along with some interesting climactic dramatic sequences. The story holds attention and the cast performs adequately under average direction and production, so that the end result is an entry for the program that is suited for adult drama and thrill seekers. The screenplay, by William Woods in collaboration with Guy Hamilton and Ivan Foxwell, is based on the novel by Woods. This bears a legion of decency "B" rating.

TIPS ON BIDDING: Program rates.

AD LINES: "Desperate Beauty Alone At Sea With A Woman-Hungry Crew"; "She Thought She Knew All About Men Until She Stowed Away On A Tramp Steamer"; "She Was The Only Woman Aboard And Everyone Had Ideas About Her."

## RANK

### As Long As They're Happy

COMEDY 76M

(English-made)
(Eastman Color)

ESTIMATE: Lightweight entry with music for program.

CAST: Jack Buchanan, Janette Scott, Jean Carson, Brenda De Banzie, Susan Stephen. Jerry Wayne, Diana Dors, Hugh McDermott, David Hurst. Produced by Raymond Stross; directed by J. Lee-Thompson.

STORY: When American crooner Jerry Wayne arrives in England, his fans swoon, faint and tear his clothes for souvenirs. One of his most ardent fans is Janette Scott, who tricks him into coming to her home, which gets the place into a turmoil when all the women in the household are affected. Father Jack Buchanan gets nowhere with his objections and is faced with his other daughters arriving with their husbands for a visit. Eventually Wayne discourages Scott by telling her he is married when she becomes too romantic. When he leaves, things settle back to near normalcy. All in the family remain ardent Wayne fans and Buchanan has become less of a stuffed shirt, with relations between himself and his wife having improved.

X-RAY: This import concentrates on the effect the crooner has on the British public and there are some funny moments to be found in the lampoon. The singing and acting of Jerry Wayne are okay. Diana Dors comes through with a guest bit. The story is adequate, the acting sufficient, and the direction and production average. It can go on the lower half in regulation houses or in the specialty spots. The screenplay is by Alan Melville, based upon a play by Vernon Sylvaine.

AD LINES: "When He Crooned . . . Women Everywhere Were Affected"; "He Was The Biggest Thing To Hit The Country Since The Atom Bomb"; "Fun For All . . . Chase Your Blues Away."

## REPUBLIC

### Taming Sutton's Gal (5619)

DRAMA 71M

(Naturama)

ESTIMATE: Lower half filler.

CAST: John Lupton, Gloria Talbott, Jack Kelly, May Wynn, Verna Felton. Produced by William J. O'Sullivan; directed by Lesley Selander.

STORY: John Lupton comes to the hinterlands to do some hunting and stays at a place owned by Verna Felton and her niece, Gloria Talbott. He stops at the home of moonshiner Jack Kelly and his wife, May Wynn, to get directions, and Wynn shows interest in him. He has a run-in later with Kelly over pheasants he has shot. Wynn makes a play for him, while romance seems to be cooking between Lupton and Talbott with Felton's approval. When Wynn loses him to Talbott, she tries to kill Kelly and to get away, attempting to get Lupton blamed. The climax sees Kelly wise to Wynn and he kills her and is jailed. Lupton asks Talbott to marry him and he takes her back to the city with him.

X-RAY: This seems to be okay for the lower half as filler and it may receive more enthusiastic attention in rural and small town areas than in the big city. The story is fair, as is the acting, direction, and production. The screenplay is by Thomas Williamson and Frederic Louis Fox, based on a story by Williamson.

AD LINES: "He Had A Choice Of Gals . . . Both Were Handy With A Gun"; "He Had A Way With The Gals"; "She Knew Her Way Around The Birds And The Bees . . . Men Were Something Else Again."

### The Wayward Girl (5621)

MELODRAMA 71M.

(Naturama)

ESTIMATE: For the lower half.

CAST: Marcia Henderson, Peter Walker, Katherine Barrett, Whit Bissell, Rita Lynn, Peg Hillias, Tracey Roberts, Ray Teal, Ric Roman. Produced by William J. O'Sullivan; directed by Lesley Selander.

STORY: Marcia Henderson fights off the romantic attentions of Ric Roman, suitor of her stepmother, Katherine Barrett. He is overheard by the latter when he admits seeing her only so he can get to Henderson. The latter knocks him out with an iron and leaves. Infuriated, Barrett kills him with the iron. Henderson is blamed, tried, convicted, and sentenced to 10 years in jail as Barrett testifies against her. Her boy friend Peter Walker sticks by her. In jail, she becomes victim of a racket which farms girls out to lonely men who force on them their attentions; the girls are afraid to complain to authorities. Henderson informs Walker and together they go to the district attorney about this and some new evidence which proves Barrett guilty. An alarm is sent out for Barrett and, when she tries to escape, she falls to her death down a flight of stairs. Her written confession is found, clearing Henderson. She and Walker can plan a life together.

X-RAY: This is okay as filler for the lower half, with a fair story, fair performances, and fair direction and production. It's interesting enough in its fashion. The screenplay is by Houston Branch and Frederic Louis Fox.

AD LINES: "A Vicious Racket Exposed"; "These Girls Couldn't Say No"; "She Was Accused Of A Murder She Never Committed . . . Get The Real Lowdown."

## 20TH—FOX

### Forty Guns (736)

WESTERN 80M

(CinemaScope)

ESTIMATE: Good western.

CAST: Barbara Stanwyck, Barry Sullivan, Dean Jagger, John Ericson, Gene Barry, Robert Dix, "Jidge" Carroll, Paul Dubov, Gerald Milton, Ziva Rodann, Eve Brent, Sandra Wirth. Written, produced, and directed by Samuel Fuller.

STORY: Federal marshal Barry Sullivan and his assistant, brother Gene Barry, arrive in Tombstone to arrest one of the forty men that ride with, and at the orders of, the boss of the county, Barbara Stanwyck, and also to put their younger brother, Robert Dix, on a stage for California and the family farm, despite his reluctance to go. When the local marshal is killed in cold blood by Stanwyck's brother, John Ericson, Sullivan disarms him and jails him, but he is soon out as witnesses swear he shot in self defense and Stanwyck pays the small fine requested. She tries to get Sullivan to work for her but he refuses, makes his arrest, and his prisoner is killed in jail. He is able to bypass ambushes with the aid of younger brother Dix and he agrees to make him his second gun when Barry decides to settle down and marry local girl Eve Brent. After the wedding Barry is killed by Ericson, who meant the bullet for Sullivan. He is arrested and Stanwyck decides to give up the whole messy business. Ericson is sentenced to hang and he makes a break for it during which he is killed by Sullivan, who also wounds Stanwyck when she gets in the way. Later he decides to go to California while Dix remains as the new marshal. Stanwyck recovered, runs after him and they ride off together.

X-RAY: Lots of wild and unorthodox action and lots of plot are to be found here along with lots of shooting. There are tough characters and mild characters, slow parts and fast parts, fancy effects and bizarre ones. Put them all together and you've got a good western with quite a bit of potential and one that should satisfy fans who go for this type of film. The cast is good and the direction and production efficient and to the point. It should make up well as part of the program.

TIPS ON BIDDING: Program rates.

AD LINES: "He Was Ready To Face 'Forty Guns' If Need Be"; "The Taming of The Arizona Territory!"; "Blazing Guns That Scarred The West."

### No Down Payment (743)

DRAMA 105M.

(CinemaScope)

ESTIMATE: Highly interesting adult drama.

CAST: Joanne Woodward, Sheree North, Tony Randall, Jeffrey Hunter, Cameron Mitchell, Patricia Owens, Barbara Rush, Pat Hingle, Robert Harris, Aki Aleong, Jim Hayward, Mimi Gibson, Donald Towers, Charles Herbert. Produced by Jerry Wald; directed by Martin Ritt.

STORY: Jeffrey Hunter and Patricia Owens move into a new home in a new community in California and are greeted and welcomed by their neighbors on the other three sides, Joanne Woodward, married to Cameron Mitchell; Sheree North married to Tony Randall; and Barbara Rush, married to Pat Hingle. Mitchell wants to be local chief of police, while Woodward wants a baby since she was forced to give her illegitimate child away for adoption. Randall wants to make a lot of money fast but, when he doesn't succeed as a used car salesman, he seeks solace in drink. Pat Hingle is reasonably happy, as is Hunter. Mitchell gets turned down because he lacks a college education and has a battle with Woodward. When she walks out, he gets drunk and rapes Owens while Hunter is away. They fight when he returns but Mitchell bests him. When Mitchell and Woodward quarrel, he slips and falls under his car, which is knocked off its jack and kills him. Woodward leaves the community.

X-RAY: This highly interesting drama has a little of everything and it is so well put together that it emerges as first-class entertainment. Surveying a group of G.I. homeowners, it records their hates, desires, loves, ambitions, strengths, and weaknesses. It presents some of their problems in adult language and fashion. Interest never wanes; the cast performs well and the direction and production are superior. Let the newer home owner and the new communities know about this film. Once people see it and talk about it, the ultimate reaction should be quite good. A sneak preview audience seemed quite taken with the film and the reaction was favorable. The screenplay is by Philip Yordan, based on a novel by John McPartland.

TIPS ON BIDDING: Higher program rate.

AD LINES: "A Look Inside Young Married America"; "John McPartland's Explosive Novel That Tell-Tales on Young Married America—Brought To The Screen By Today's Most Exciting Young Stars."

# UNITED ARTISTS

## The Girl In Black Stockings

MELODRAMA
73M

(Bel-Air)

**Estimate:** Interesting mystery meller for the program.

**Cast:** Lex Barker, Anne Bancroft, Mamie Van Doren, Ron Randell, Marie Windsor, John Dehner, John Holland, Diana Vandervlis, Richard Cutting, Larry Chance, Gene O'Donnell, Gerald Frank, Karl MacDonald, Norman Leavitt, David Dwight, Mark Bennett, Stuart Whitman, Mickey Whiting. Executive proucer, Aubrey Schenck; directed by Howard W. Koch.

**Story:** A beautiful movie starlet is killed at a resort run by invalid Ron Randell and his devoted sister, Marie Windsor. Pretty employee Anne Bancroft finds the body, and lawyer Lex Barker, a guest, aids sheriff John Dehner with the investigation. Barker falls in love with Bancroft, who responds uncertainly. Another guest at the hotel is murdered, and the search intensifies, with Randell the most logical suspect as he has a deep-seated hatred for all women stemming from his being jilted many years back. Windsor is also under suspicion. Another guest, shapely Mamie Van Doren, is murdered, and a threat is made on Bancroft's life. Barker attempts to protect Bancroft, but she turns on him. He realizes she is the killer. It turns out that she has escaped from a mental institution.

**X-Ray:** This mystery meller holds interest pretty well as the search for a demented killer unwinds. Acting is good, and direction and production are satisfactory. While the psychological reasons behind some of the characters' behavior are murky at times, fans of who-done-its are not likely to mind too much. The music for the film by Les Baxter also deserves some praise. It shapes up as good program fare. Screenplay is by Richard Landau. This bears a Legion of Decency "B" rating.

**Tip on Bidding:** Fair program rates.

**Ad Lines:** "Each Victim A Beautiful Girl As Horror Stalked The Night"; "Violence Exploded In The Midst Of Luxury, Turning A Vacation Into A Nightmare"; "Somewhere In The Night A Mad Killer Was Loose . . . No Woman Was Safe."

## Hell Bound

MELODRAMA
79M

(Bel-Air)

**Estimate:** For the lower half.

**Cast:** John Russell, June Blair, Stuart Whitman, Margo Woode, George Mather, Stanley Adams, Gene O'Donnell, Frank Fenton, Virginia De Lee, Dehl Berti. Executive producer, Aubrey Schenck; produced by Howard Koch; directed by William J. Hole, Jr.

**Story:** John Russell concocts a plot to steal a shipment of war surplus narcotics from a ship entering Los Angeles harbor; he works it out using actors and filming the whole presentation, after which he interests gangster leader Frank Fenton in financing the operation. Fenton's girl friend, June Blair, insists on playing a part in the scheme and she makes a play for Russell, who insists on a business relationship until after the job is completed. She plays the part of a nurse and becomes friendly with ambulance driver Stuart Whitman, who is working his way through medical school. They fall in love, and she changes her ways and thinking. Russell sees her as a menace and tries to kill her with a knife, but she survives. The rest of the operation goes haywire and falls apart, with the police trying to catch Russell at the climax but he goes to his death before they can reach him.

**X-Ray:** This yarn gets a little involved and contains a number of characters, but it holds interest fairly well. The acting is fair, as is the direction and production. It can serve as filler for the lower half where viewers are not too fussy. The screenplay is by Richard Landau, who wrote the story in collaboration with Arthur Orloff.

**Ad Lines:** "If His Plan Succeeded It Meant Millions . . . If It Failed It Meant Death"; "A Master Criminal At Work Plotting To Get Millions"; "It Was Kill Or Be Killed."

# U-INTERNATIONAL

## Jet Pilot (5732)

MELODRAMA
112M

(Technicolor)
(RKO)

**Estimate:** Wayne name should help Air Force drama.

**Cast:** John Wayne, Janet Leigh, Jay C. Flippen, Paul Fix, Richard Rober, Roland Winters, Hans Conried, Ivan Triesault, John Bishop, Perdita Chandler, Joyce Compton, Denver Pyle. Written and produced by Jules Furthman; directed by Josef Von Sternberg; presented by Howard Hughes.

**Story:** American jet ace John Wayne is assigned to play up to Russian jet pilot Janet Leigh, thought to be an enemy agent posing as a Soviet deserter. He falls in love with her while introducing her to the luxuries of American life, but discovers that she is a top Russian spy seeking information of U.S. jet advances. Acting under orders, he flees with Leigh back to Russia, where he poses as a turncoat. The Russians plan his death and Leigh, realizing she loves him, helps him escape. They return safely to the U.S. and a happy jet-powered life together.

**X-Ray:** The off-again, on-again release of this Howard Hughes aerial drama is on again. The aerial stuff is beautifully photographed and exciting to watch, and if any of the planes have become dated while the film was awaiting release, it certainly will escape the bulk of the audience. Dramatically, the opus is not nearly so successful, with a spy-counterspy theme predominating that is hard to take seriously at times. Wayne is properly virile and Leigh makes an exceedingly provocative Russian agent. Much of the dialogue is sprightly and some of the situations are generously flavored with sex. All in all, it is satisfactory entertainment with good name values. Direction appears a bit heavy handed at times, and slight paring of the running time wouldn't have hurt. A big ad budget should provide a boxoffice assist for exhibs who might otherwise have rougher sledding. This bears a Legion of Decency 'B' rating.

**Tip On Bidding:** Higher rates.

**Ad Lines:** "Exploding With All The Power Of The Jet Age . . . With All The Passion Of A Daring Love Story"; "So Big It Took Years To Make . . . This Sky-Rattling Salute To The Gallant Men Who Wear The Wings Of Hell's Angels."

## Slim Carter (5802)

DRAMA
82M.

(Eastman Color)

**Estimate:** Neat entry for the program.

**Cast:** Jock Mahoney, Julie Adams, Tim Hovey, William Hopper, Ben Johnson, Joanna Moore, Walter Reed, Maggie Mahoney, Roxanne Arlen, Jim Healey, Bill Williams, Barbara Hale. Produced by Howie Horowitz; directed by Richard Bartlett.

**Story:** Film studio publicist Julie Adams has a hunch she can turn cafe entertainer Jock Mahoney into a western star with the right build-up. He's lazy, vain, and has a yen for pretty girls. At first he thinks she is making a play for him, but when he realizes she is serious and that he stands to make a lot of money, he buckles down and becomes a star after a few pictures. He's still a phoney and braggart to the crew and his associates. A contest is held among his small fry fans and orphan Tim Hovey wins the right to stay with Mahoney on his ranch for a month. The youngster works wonders and turns Mahoney into a decent guy and Hovey causes Mahoney and Adams to realize that they are in love with each other. They eventually plan to wed and adopt the youngster, which is exactly what he wants.

**X-Ray:** This is a fine entry for the family and the youngsters. They get a look at what goes into the making of a western movie on a Hollywood lot and young Tim Hovey is cute. The others in the cast do okay, with Mahoney showing up well in the lead. The direction and production assist the storyline and the end result is pleasant entertainment for the program. Several songs are heard. The screenplay is by Montgomery Pittman, based on a story by David Bramson and Mary E. McCall, Jr.

**Tips On Bidding:** Fair program rates.

**Ad Lines:** "A Youngster Teaches Adults How To Live And Love"; "Fun For The Entire Family"; "Get A Thrill Out Of Tim Hovey As An Orphan Who Wants To Be A Cowboy Star."

# WARNERS

## The Black Scorpion (705)

MELODRAMA
88M

**Estimate:** Average entry in the "big bug" sweepstakes.

**Cast:** Richard Denning, Mara Corday, Carlos Rivas, Mario Navarro, Carlos Muzquiz, Pascual Pena, Fanny Schiller, Pedro Galvan, Arturo Martinez. Produced by Frank Melford and Jack Dietz; directed by Edward Ludwig.

**Story:** Archeologists Richard Denning and Carlos Rivas investigate earthquakes in Mexico caused by volcanic eruptions and discover an army of giant, man-eating scorpions which terrorize the countryside by night and sleep by day. With the aid of the Army, they find the lair of the monsters and seal it off, seemingly destroying them. However, the scorpions find another exit and move toward Mexico City. The largest of them kills and eats the others. It is enticed to the huge city stadium, where a weapon carrying a huge electrical charge finally kills it. Denning clinches with local beauty Mara Corday.

**X-Ray:** This is no better or worse than other similar horror entries featuring huge insects as the menace. The special effects are the thing, and audiences should enjoy a few shudders as a result of the huge, slobbering spiders. Where this type of entry has pleased in the past, this one should be welcome. Acting is as good as it can be in such a vehicle, and direction and production are satisfactory. Mexico provides interesting backgrounds. It shapes up as adequate program fare. Screenplay is by David Duncan and Robert Blees.

**Tip On Bidding:** Program rates.

**Ad Lines:** "Don't Be Ashamed To Scream . . . It Helps Relieve The Tension"; "They'll Get You Scared Stiff . . . Thrill To The Horror Of 'The Black Scorpion'."

## The Helen Morgan Story (704)

MUSICAL
118M.

(CinemaScope)

**Estimate:** Entertaining dramatic musical.

**Cast:** Ann Blyth, Paul Newman, Richard Carlson, Gene Evans, Alan King, Cara Williams, Virginia Vincent, Walter Woolf King, Dorothy Green, Ed Platt, Warren Douglas, Sammy White, DeCastro Sisters, Jimmy McHugh, Rudy Vallee, Walter Winchell. Produced by Martin Rackin; directed by Michael Curtiz.

**Story:** In the early 1920's Ann Blyth, as Helen Morgan, is introduced into show business as a carnival hula dancer. Her boss, Paul Newman, romances her one night and leaves her the next morning. She later auditions in a speakeasy and Newman helps her get the job. He talks her into entering a Canadian beauty contest, which she wins only to be disqualified when it is discovered she is American. She meets New York attorney Richard Carlson, who eventually takes her under his wing, helping as much as possible. He can do nothing about marrying her as he already has a wife who refuses to divorce him. She soon rises to the top, but her disappointments in life and her frustrated romances cause her to drink heavily. Carlson even agrees to back Newman in a club for

Blyth, which is successful until federal prohibition agents raid it. She goes into a Broadway musical show and is again successful. A trip to Europe follows but, on her return, she is broke as the result of the stock market crash. Her drinking causes her to hit bottom and she winds up at Bellevue Hospital. Later, she is released and is met by Newman, just out of prison after serving time for a liquor warehouse hijacking rap. He drives her by the old club, where a surprise party put on by her old friends and associates is held.

X-Ray: Many will recall that some time ago there was a national TV show devoted to the life of Helen Morgan. Let it be said here that the two have no relation to each other. The film has breadth, width, and scope, plenty of the nostalgia of the Twenties, and some 24 songs of the era from the Morgan repertoire. Ann Blyth comes off okay as the troubled and talented heroine, while Paul Newman is good as the wise guy heel with a heart; Alan King is excellent as his pal. Women may get a special thrill out of the soap opera slant of the yarn; while the plush, expensive direction and production have been lavished on a script that hardly warranted it. The screenplay is by Oscar Saul, Dean Riesner, Stephen Longstreet and Nelson Gidding. Gogi Grant does the singing for Blyth.

Tip on Bidding: Higher program rates.

Ad Lines: "The Real Helen Morgan Story —Her Songs—Her Sins"; "The Startling Story Behind The Girl They Called Goddess Of The Jazz Age"; "How Could This Happen To A Girl Like Her?"

## ENGLISH FILMS

### The Constant Husband

Comedy
88m.

(Stratford)
(English)

Estimate: Art house fluff.

Cast: Rex Harrison, Margaret Leighton, Kay Kendall, Cecil Parker, Nicole Maurey, George Cole, Raymond Huntley, Michael Harern, Robert Coote. Produced by Sidney Gilliat and Frank Launder.

Story: Rex Harrison awakens one morning in a strange location with amnesia. Specialist Cecil Parker helps him track down some clues which take him home to wife Kay Kendall. Further investigation discloses he was no angel and it turns out he was married a number of times to a number of women, all of whom want him back. He is arrested, tried, and sentenced to a term in jail. When he is freed, his ex-wives are waiting, but so is his female counsel, Margaret Leighton, and off they go together.

X-Ray: A lightweight bit of comedy from England is this entry that may well receive its best reaction in the art and specialty spots. It has its amusing moments now and again. The story is good, as are the performances, direction, and production. Of course the names of Rex Harrison, of "My Fair Lady" fame, and Kay Kendall, now the real Mrs. Harrison, may be helpful from a boxoffice viewpoint. The screenplay is by Sidney Gilliat and Val Valentine.

Ad Lines: "Rex Harrison And Kay Kendall In A Rollicking Comedy"; "He Had A Way With Women And They Loved It."

## FOREIGN

### It Happened In The Park

Drama
81m

(Ellis)
(French and Italian-made)
(English titles)

Estimate: Entertaining import for art spots.

Cast: Anna Maria Ferrero, Francois Perier, Vittorio De Sica, Giovanna Ralli, Maurizio Arena, Giulia Rubino, Eduardo De Filippo, Leda Gloria, Micheline Presle, Gerard Philipe, Eloisia Cianni, Franca Valeri. Directed by Gianni Franciolini; produced by Giorgio G. Agliani.

Story: In the Villa Borghese Gardens of Rome, a young girl, Anna Maria Ferrero, has been chosen by fellow students to meet teacher Francois Perier in the park and to be photographed in a compromising position with him which will insure their passing their grades. She finds out from him that he is going blind and must leave his post, and she runs off deeply affected. In another sequence, debonair lawyer Vittorio De Sica sneaks away from his wife for a tryst in the park with Giovanna Ralli, but the latter's young boy friend intervenes and summons her mother. A discreet policeman helps quiet things, and the two youngsters are reunited while De Sica must seek his relaxation elsewhere. In another sequence, a shy young girl and her parents meet with the parents of a would be bridgegroom to discuss the union, but the girl isn't too impressed with the fellow. As she leaves for a walk, he sees she is crippled and they get to know one another better and realize that perhaps there is happiness for both in a future together. Lovers Micheline Presle and Gerard Philipe meet in the park. She nags at younger Philipe jealously and finally drives him to admit that he is done with her and is to be married. At night, two streetwalkers claim the park as each other's territory and get into a fight, which is disrupted by a police round-up. The pair take refuge in a night club and get involved in a beauty contest. The younger one winds up as a successful contestant and walks off with a movie producer, while the older one is designated a judge until the police catch up with her, and she heads for the police station again.

X-Ray: A variety of entertaining themes are to be found here, dramatic, heart touching, ironic, and comic, and on the whole, art and specialty house audiences should be pleased for it holds interest throughout. It is competently played, and better direction and production add considerably to the value of the import. The screenplay is by Sergio Amidei, Georgio Bassani, Ennio Flaiano and Ercole Patti.

Ad Lines: "Don't Take A Walk In The Park Until You See This Film"; "This Could Happen To You"; "A Film Never To Be Forgotten."

### Lover's Net

Drama
110m

(Times)
(French-made)
(English titles)

Estimate: Interesting drama for the art houses.

Cast: Francoise Arnoul, Daniel Gelin, Trevor Howard, Amalia Rodrigues, Dalio, Jacques Moulieres, Ginette LeClerc, Betty Stockfield. Directed by Henri Verneuil, produced by Jacques Gauthier.

Story: Daniel Gelin returns to Paris after World War II and finds his wife in bed with another man. He kills her and is tried and acquitted. He is restless and winds up driving a taxi in Lisbon. There he meets Francoise Arnoul, who is getting over the death of her British nobleman husband in an auto accident. As she inherited much of his fortune, there is suspicion about the accident, and Scotland Yard inspector Trevor Howard arrives. Gelin and Arnoul fall in love while Howard starts a campaign to get her to admit that she killed her husband. She admits that she tampered with the car, but protests her love for Gelin is real. They plan to leave Portugal on a freighter, but she realizes that she can't go through with it and returns with Howard.

X-Ray: Well-done is this adult drama that features a little of everything including romance, suspense, intrigue, and views of Lisbon. Art house attendees should appreciate the end result. The cast is good, as are the direction and production, with interest being well maintained. The screen adaptation is by Joseph Companeez. This bears a Legion of Decency "B" rating.

Ad Lines: "Each Was Suspected of Murder . . . Could They Face The Future Together?"; "Their Love Set Off A Blaze That Threatened To Consume Them Both."

### The Virtuous Scoundel

Comedy
90m.

(Zenith)
(French-made)
(English Titles)

Estimate: Amusing Sacha Guitry art house import.

Cast: Michael Simon, Marguerite Pierry, Laura Badie, Francois Guerin, Pauline Carton, Lana Marconi. Produced, written, and directed by Sacha Guitry.

Story: Michael Simon leads a dull existence, although he is wealthy and respected. He tolerates his wife and two teenage youngsters. One day he is shocked by the sudden reappearance of his penniless twin brother, who is his opposite and has traveled and led a full life. When a heart attack disposes of his twin, Simon sees a chance for freedom and he impersonates his brother. He has fun with girls as well as his family as the brother who has been left his dead brother's fortune. When his wife starts to urge matrimony and when the family doctor begins to suspect his identity, he leaves for parts unknown.

X-Ray: A cute, lightweight plot is to be found here with a few twists on the mistaken identity angle. Some of the scenes are humorous, while the performance of Simon as twins is of high calibre. The direction and production are okay and art house audiences should get amusement from the on-screen proceedings. The import is one of the late Sacha Guitry's last films.

Ad-Lines: "He was Naughty But Nice"; "His Life Was Full Of Wine, Women And Song"; "The French, They Make a Funny Film."

### We Are All Murderers

Drama
113m

(French-made)
(English titles)
(Kingsley-International)

Estimate: Superior drama for art and specialty spots.

Cast: Marcel Mouloudji, Georges Poujouly, Raymond Pellegrin, Antoine Balpetre, Amedeo Nazzari, Louis Seigner, Julien Verdier, Yvonne Sanson, Claude Laydu, Henri Vilbert, Paul Frankeur, Marcel Peres, Line Noro, Renee Gardes, Andre Reybaz, Francois Joux, Juliette Faber, Anouk Ferjac, Yvette Etievant. Directed by Andre Cayatte.

Story: Marcel Mouloudji is a killer in the French underground, and human life comes to have no meaning. After the war, he murders a junkman for a few francs and also kills two detectives who come to arrest him. He is convicted and sent to death row, while his young lawyer, Claude Laydu, attempts to find the reason for his behavior. The terror of the death cell and its effect on various inmates is seen, and Mouloudji for the first time begins to understand his responsibilities to society and its responsibility to him. Mouloudji prepares to meet death as his lawyer finds his younger brother and promises to see that he will not suffer a similar fate.

X-Ray: This is an eloquent plea against capital punishment and makes its argument via the story of one of the strangest characters ever put on screen, a conscienceless killer without a single apparent redeeming feature. That the audience comes to pity him intensely and look at the film with unflagging interest is to the great credit of director Cayatte and Mouloudji, who does a masterful job in the difficult lead role. This should prove a powerful subject for the art house trade and should cause considerable comment and controversy. It's not a pretty picture and is fit for adult audiences only, but it is a powerful argument against capital punishment and a rewarding dramatic experience. Screenplay is by Cayatte and Charles Spaak.

Ad Lines: "Some Kill For Love, Some Kill For Money, Some Kill For . . . "; "Be Prepared For An Overwhelming Experience."

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# The Shorts Parade

### TWO REEL

**CinemaScope Color Travel**

LAND OF LAUGHTER. Columbia Cinemascope Musical Travelarks. 18m. The Technicolor cameras visit Trinidad, B.W.I., and come up with some interesting vacation shots, including a mardi gras, dancing the "limbo," calypso steel drum band, the beaches, etc. Leo Genn narrates. Warwick produced, and John Gilling directed. GOOD.

**Sports**

ROBINSON-BASILIO MIDDLEWEIGHT CHAMPIONSHIP BOUT. United Artists. 19½ m. Jimmy Powers doesn't have to supply too much in the way of narration because the actions of the fighters Sugar Ray Robinson and Carmen Basilio speak for themselves and they give one of the best and most action-packed battles seen in some time. Excerpts are seen from rounds one, two, five, nine, 11, 12, 13, 14, and 15. When it's over, the judges name Basilio the new Middleweight Champion of the World. EXCELLENT.

### ONE REEL

**CinemaScope Color Cartoons**

MAGOO'S MASQUERADE. Columbia-CinemaScope-Magoos. 6 m. Mister Magoo is scheduled to take a French ballet star to a ball, but he makes a wrong turn and winds up escorting an ostrich, a fugitive from the zoo, in her place. A detective becomes suspicious of them when the ostrich becomes attached to some of the jewels of some of the guests. He finally takes his "date" home and suspects from her actions that she would like him to call again. FAIR. (1758)

SHOVE THY NEIGHBOR. 20th-Fox CinemaScope Terrytoon. 7 m. All is peaceful until John Doormat gets a new neighbor with dog, and the latter likes nothing better than to grab ahold of Doormat's leg everytime he sees him. Doormat eventually winds up with a huge mutt which chases the neighbor's pest home. When they meet to have words, Doormat's dog clamps on the neighbor's leg, and the latter's mut goes into similar position with Doormat. GOOD. (5706)

**Color Cartoons**

AUDREY THE RAINMAKER. Paramount Cartoon Champions Reissues. 7m. Reissue. October, 1951. Little Audrey has to stay in the house because of the rain and wishes that it would never rain again. Her wish comes true, and the Mississippi River is dry and Niagara Falls disappears. Speakeasies arise where men with money can get an eyedropper of water, and the flowers beg for water. Little Audrey is sorry, and a little drop of rainwater takes her to the rainmaker to see if she can make him relent. When she tells him of the flowers, he starts crying, and his tears spill over the clouds as a heavy rain. GOOD. (S17-4).

THE AWFUL TOOTH. Paramount Cartoon Champions Reissues. 7m. Reissue. April, 1952. An aching wisdom tooth is driving the

(Continued on page 4388)

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# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1955-56 shorts product will be found on pages 4321, and 4322 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR.—Ed.)

## Buena Vista

TECHNICOLOR FEATURETTE

| | | | | |
|---|---|---|---|---|
| | (............) | Cow Dog | E | 22m. 4246 |
| | (............) | Wet Back Island | E | 18m. 4331 |

PEOPLES AND PLACES
(CinemaScope; Technicolor)

| | | | | |
|---|---|---|---|---|
| | (............) | Disneyland | E | 42m. 4271 |

WALT DISNEY CARTOONS

| | | | | |
|---|---|---|---|---|
| | (............) | A Cowboy Needs A Horse | E | 8m. 4247 |

WALT DISNEY CLASSIC CARTOON REISSUES
(Technicolor)

| | | | | |
|---|---|---|---|---|
| 74101 | (Aug. 3) | The Hockey Champ | E | 7m. 4208 |
| 74102 | (Aug. 24) | Pluto At The Zoo | G | 8m. 4211 |
| 74103 | (Sept. 14) | Donald's Tire Trouble | E | 7m. 4247 |
| 74104 | (Oct. 5) | The Purloined Pup | G | 7m. 4247 |
| 74105 | (Oct. 26) | Bill Posters | G | 8m. 4252 |
| 74106 | (Nov. 16) | Pluto's Playmate | E | 8m. 4256 |
| 74107 | (Dec. 7) | Donald's Snow Fight | G | 7m. 4283 |
| 74108 | (Dec. 28) | Society Dog Show | E | 7m. 4283 |
| 74108 | (Jan. 18) | Donald's Gold Mine | G | 7m. 4283 |
| 74110 | (Feb. 8) | T-Bone For Two | G | 7m. 4283 |
| 74111 | (Mar. 1) | Dumbell Of The Yukon | G | 7m. 4294 |
| 74112 | (Mar. 22) | Bone Trouble | E | 9m. 4294 |
| 74113 | (............) | Window Cleaners | G | 8½m. 4295 |

## Columbia

TWO REEL
COMEDIES
ALL-STAR

| | | | | |
|---|---|---|---|---|
| 1475 | (Nov. 22) | Pardon My Nightshirt (Clyde) | F | 16m. 4283 |

ASSORTED FAVORITE REPRINTS (6)

| | | | | |
|---|---|---|---|---|
| 1421 | (Sept. 20) | Clunked In The Clink (Vague) | F | 16m. 4246 |
| 1422 | (Oct. 18) | When The Wife's Away (Hugh Herbert) | F | 17m. 4246 |
| 1423 | (Dec. 12) | She Took A Powder (Vague) | G | 16m. 4294 |
| 1424 | (Jan. 3) | Nervous Shakedown (Herbert) | F | 15½m. 4294 |
| 1425 | (Feb. 7) | A Miss In A Mess (Vague) | F | 15½m. 4303 |
| 1426 | (Apr. 4) | Hot Heir (Hugh Herbert) | F | 18m. 4335 |

COMEDY FAVORITES RE-RELEASES

| | | | | |
|---|---|---|---|---|
| 1431 | (Oct. 11) | Scooper Dooper (Sterling Holloway) | F | 18m. 4246 |
| 1432 | (Nov. 15) | Jiggers My Wife (Shemp Howard) | F | 18m. 4294 |
| 1433 | (Dec. 20) | The Sheepish Wolf (VonZell) | F | 17½m. 4294 |
| 1434 | (Jan. 24) | Where The Pest Begins (Shemp Howard) | B | 17m. 4294 |
| 1435 | (Mar. 7) | Stage Frights (Collins and Kennedy) | F | 19m. 4335 |
| 1436 | (June 6) | Mr. Wright Goes Wrong (Sterling Holloway) | F | 19m. 4368 |

CINEMASCOPE MUSICAL TRAVELARKS
(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1441 | (Feb. 14) | Wonders of New Orleans | G | 19m. 4275 |
| 1442 | (Apr. 18) | Wonders of Washington | E | 20m. 4310 |
| 1443 | (June 27) | Arrivederci Roma | G | 20m. 4376 |
| | (........) | Land of Laughter | G | 18m. 4386 |

SERIALS

| | | | | |
|---|---|---|---|---|
| 1120 | (Nov. ) | Hop Harrigan (Reissue) | G | 15ep. 4272 |
| 1140 | (Mar. ) | Congo Bill (Reissue) | G | 15ep. 4311 |
| 1160 | (June 13) | The Green Goddess (Reissue) | F | 15ep. 4347 |

THE THREE STOOGES (8)

| | | | | |
|---|---|---|---|---|
| 1401 | (Sept. 6) | Hot Stuff | F | 16m. 4246 |
| 1402 | (Oct. 4) | Scheming Schemers | F | 16m. 4259 |
| 1403 | (Nov. 8) | Commotion On The Ocean | F | 16m. 4275 |
| 1404 | (Jan. 17) | Hoofs and Goofs | B | 15½m. 4281 |
| 1405 | (Feb. 28) | Muscle Up A Little Closer | F | 17m. 4294 |
| 1406 | (Mar. 28) | A Merry Mix-Up | F | 16m. 4310 |
| 1407 | (Apr. 18) | Space Ship Sappy | G | 16m. 4345 |
| 1408 | (June 13) | Guns A Poppin' | F | 16½m. 4380 |

One Reel

CANDID MICROPHONES
(Reissue)

| | | | | |
|---|---|---|---|---|
| 1551 | (Sept. 20) | Series 3, No. 3 | G | 10½m. 4256 |
| 1552 | (Dec. 6) | Series 3, No. 4 | F | 11m. 4295 |
| 1553 | (Jan. 3) | Series 3, No. 5 | G | 10m. 4295 |
| 1554 | (Mar. 7) | Series 3, No. 6 | F | 10m. 4339 |
| 1555 | (.......) | Series 4 No. 1 | F | 9m. 4369 |
| 1556 | (.......) | Series 4 No. 2 | F | 11m. 4369 |

CAVALCADE OF BROADWAY
(Reissue)

| | | | | |
|---|---|---|---|---|
| 1951 | (Sept. 6) | Cafe Society | G | 11m. 4256 |
| 1952 | (Nov. 8) | Blue Angel | G | 10½m. 4295 |
| 1953 | (Dec. 21) | Village Born | G | 9m. 4295 |
| 1954 | (Feb. 21) | Leon And Eddie's | G | 11m. 4315 |
| 1955 | (Apr. 11) | The Versailles | G | 10m. 4335 |
| 1956 | (June 13) | The Chino Doll | G | 10m. 4369 |

COLOR FAVORITES CARTOONS
(Technicolor)
(Reissue)

| | | | | |
|---|---|---|---|---|
| 1601 | (Sept. 6) | Leave Us Chase It | F | 6½m. 4247 |
| 1602 | (Oct. 4) | Topsy Turkey | F | 6½m. 4247 |
| 1603 | (Nov. 1) | Silent Tweetment | F | 6½m. 4295 |
| 1604 | (Nov. 15) | Coo-Coo Bird Dog | F | 6m. 4294 |
| 1605 | (Dec. 13) | Concerto In B-Flat Minor | G | 7m. 4294 |
| 1606 | (Jan. 17) | Robin Hoodlum | G | 7m. 4295 |
| 1607 | (Feb. 7) | Fowl Brawl | F | 7m. 4303 |
| 1608 | (Feb. 21) | Magic Fluke | G | 7m. 4311 |
| 1609 | (Mar. 14) | Cat-Tastrophy | F | 6m. 4331 |
| 1610 | (Apr. 4) | Punchy DeLeon | G | 6½m. 4331 |
| 1611 | (Apr. 18) | Wacky Quacky | F | 6m. 4335 |
| 1612 | (June 6) | Grape Nutty | F | 6m. 4368 |
| 1613 | (June 20) | Swing Monkey Swing | G | 7½m. 4368 |
| 1614 | (July 4) | Two Lazy Crows | F | 7m. 4369 |
| 1615 | (July 18) | Indian Serenade | G | 8m. 4368 |

CINEMASCOPE MAGOOS
(Technicolor)

| | | | | |
|---|---|---|---|---|
| 1751 | (Sept. 13) | Trail Blazer Magoo | E | 6m. 4246 |
| 1752 | (Oct. 18) | Magoo's Problem Child | G | 6½m. 4246 |
| 1753 | (Dec. 27) | Meet Mother Magoo | E | 6m. 4283 |
| 1754 | (Feb. 21) | Magoo Goes Overboard | G | 6m. 4294 |
| 1755 | (Apr. 25) | Matador Magoo | E | 6m. 4339 |
| 1756 | (June 27) | Mr. Magoo Breaks Par | G | 6m. 4368 |
| 1757 | (July 25) | Magoo's Glorious Fourth | G | 6m. 4380 |
| 1758 | (Aug. 15) | Magoo's Masquerade | F | 6m. 4386 |

SCREEN SNAPSHOTS

| | | | | |
|---|---|---|---|---|
| 1851 | (Dec. 15) | Hollywood Stars At A Party (Color) | F | 9½m. 4283 |
| 1852 | (Feb. 28) | Hollywood Star Night (Tech.) | G | 10m. 4315 |
| 1853 | (Mar. 28) | WAIF International Ball (Color) | G | 9m. 4347 |
| 1854 | (Apr. 25) | Walter Winchell Party (Color) | E | 9m. 4347 |
| 1855 | (May 30) | Meet The Photoplay Winners | F | 10m. 4371 |
| 1856 | (June 27) | The Mocambo Party | F | 10m. 4371 |

WORLD OF SPORTS

| | | | | |
|---|---|---|---|---|
| 1801 | (Oct. 25) | Asphalt Playground | G | 10m. 4276 |
| 1802 | (Nov. 29) | Midget Musclemen | G | 9m. 4283 |
| 1803 | (Dec. 27) | Tee Topnotchers | F | 10m. 4295 |
| 1804 | (Jan. 31) | Sharpshootin' Sportsmen | F | 9m. 4295 |
| 1805 | (Feb. 28) | Flying Horses | F | 9m. 4315 |
| 1806 | (Apr. 25) | Winged Fury | E | 9m. 4339 |
| 1807 | (May 30) | Panama Playland | G | 9m. 4376 |
| 1808 | (June 27) | Anglin' Around | G | 10m. 4371 |
| 1809 | (July 25) | Wrestling Knights | G | 9m. 4380 |

## MGM

THREE REEL
CINEMASCOPE SPECIAL
(Eastman Color)

| | | | | |
|---|---|---|---|---|
| A-801 | (Oct. 5) | The Battle Of Gettysburg | E | 30m. 4252 |

One Reel
CINEMASCOPE CARTOONS
(Technicolor)

| | | | | |
|---|---|---|---|---|
| C-831 | (Sept. 7) | Muscle Beach Tom | G | 7m. 4203 |
| C-832 | (Sept. 21) | Millionaire Droopy | E | 7m. 4208 |
| C-833 | (Oct. 12) | Downbeat Bear | G | 7m. 4208 |
| C-834 | (Nov. 16) | Blue Cat Blues | G | 7m. 4299 |
| C-835 | (Dec. 14) | Barbecue Brawl | G | 7m. 4311 |
| C-836 | (Jan. 25) | Cat's Meow | F | 7m.4311 |
| C-837 | (Feb. 22) | Tops With Pops | F | 7m. 4315 |
| C-838 | (Mar. 29) | Give And Tyke | G | 7m. 4315 |
| C-839 | (Apr. 19) | Timid Tabby | G | 7m. 4347 |
| C-840 | (May 17) | Grin And Share It | G | 7m. 4347 |
| C-841 | (June 17) | Feedin' The Kiddie | G | 8m. 4347 |
| C-842 | (July 26) | Scat Cats | G | 7m. 4347 |

GOLD MEDAL REPRINT CARTOONS
(Technicolor)

| | | | | |
|---|---|---|---|---|
| W-861 | (Sept. 28) | Polka Dot Puss (T-J) | F | 8m. 4236 |
| W-862 | (Oct. 5) | The Bear And The Bean (B-B) | G | 7m. 4235 |
| W-863 | (Oct. 26) | Heavenly Puss (T-J) | F | 8m. 4235 |
| W-864 | (Nov. 9) | Bad Luck Blackie (T-A) | G | 7m. 4260 |
| W-865 | (Nov. 30) | Cueball Cat (T-J) | G | 7m. 4260 |
| W-866 | (Dec. 7) | Senor Droopy (D) | G | 8m. 4260 |
| W-867 | (Dec. 28) | Little Rural Riding Hood (T-A) | G | 6m. 4260 |
| W-868 | (Jan. 4) | The Cat And The Mermouse (T-J) | G | 7½m. 4311 |
| W-869 | (Jan. 18) | The Cuckoo Clock (T-A) | G | 7m. 4311 |
| W-870 | (Feb. 1) | Tennis Chumps (T-J) | E | 7m. 4311 |
| W-871 | (Feb. 15) | The Bear And The Hare (B-B) | F | 7m. 4311 |
| W-872 | (Mar. 8) | Saturday Evening Puss (T-J) | G | 7m. 4311 |
| W-873 | (Mar. 22) | Garden Gophers (T-A) | F | 7m 4311 |
| W-874 | (Apr. 5) | Little Quacker | G | 7m. 4359 |
| W-875 | (Apr. 26) | The Chump Champ | F | 7m. 4359 |
| W-876 | (May 3) | Safety Second | G | 7m. 4368 |
| W-877 | (May 24) | The Peachy Cobbler | G | 7m. 4368 |
| W-878 | (June 21) | The Framed Cat | G | 7m. 4368 |

## Paramount

POPEYE CHAMPIONS REISSUES
(Technicolor)

| | | | | |
|---|---|---|---|---|
| E17-1 | (Sept. 6) | Tops In The Big Top | F | 7m. 4388 |
| E17-2 | (Sept. 6) | Wotta Knight | F | 7m. |
| E17-3 | (Sept. 6) | Tar With A Star | G | 7m. |
| E17-4 | (Sept. 6) | How Green Was My Spinach | E | 7m. 4388 |
| E17-5 | (Sept. 6) | Fistic Mystic | F | 7m. 4388 |
| E17-6 | (Sept. 6) | Safari So Good | G | 7m. 4388 |
| E17-7 | (Sept. 6) | Barking Dogs Don't Fite | G | 7m. 4388 |
| E17-8 | (Sept. 6) | Baby Wants Spinach | G | 7m. 4388 |

CARTOON CHAMPIONS REISSUES
(Technicolor)

| | | | | |
|---|---|---|---|---|
| S17-1 | (Sept. 13) | Deep Boo Sea | G | 7m. 4388 |
| S17-2 | (Sept. 13) | Spunky Skunky | G | 7m. |
| S17-3 | (Sept. 13) | Cat-Choo | G | 7m. 4388 |
| S17-4 | (Sept. 13) | Audrey The Rainmaker | G | 7m. 4386 |
| S17-5 | (Sept. 13) | Cat Tamale | G | 7m. 4388 |
| S17-6 | (Sept. 13) | By Leaps And Hounds | F | 8m. 4388 |
| S17-7 | (Sept. 13) | Scout Fellow | G | 8m. 4388 |
| S17-8 | (Sept. 13) | Cat Carson Rides Again | F | 7m. 4388 |
| S17-9 | (Sept. 13) | The Awful Tooth | F | 7m. 4386 |
| S17-10 | (Sept. 13) | Law And Audrey | G | 7m. 4388 |
| S17-11 | (Sept. 13) | City Kitty | G | 7m. 4388 |
| S17-12 | (Sept. 13) | Clown On The Farm | G | 7m. 4388 |

### CASPER CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| B16-1 | (Nov. 2) | Fright From Wrong | G | 6m. 4256 |
| B16-2 | (Jan. 4) | Spooking About Africa | F | 6m. 4295 |
| B16-3 | (Mar. 1) | Hooky Spooky | F | 6m. 4355 |
| B16-4 | (May 24) | Peekaboo | F | 6m. 4359 |
| B16-5 | (July 19) | Ghost of Honor | | |
| B16-6 | (Aug. 30) | Ice Scream | | |

### HERMAN AND CATNIP CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| H16-1 | (Dec. 7) | Hide And Peak | F | 6m. 4295 |
| H16-2 | (Feb. 22) | Cat In The Act | F | 6m. 4355 |
| H16-3 | (June 14) | Sky Scrappers | | |
| H16-4 | (Aug. 16) | From Mad To Worse | | |

### NOVELTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| P16-1 | (Oct. 19) | Sir Irving And Jeames | G | 7m. 4256 |
| P16-2 | (Dec. 21) | Lion In The Roar | F | 6m. 4295 |
| P16-3 | (Jan. 25) | Pest Pupil | F | 6m. 4295 |
| P16-4 | (Mar. 29) | Fishing Tackler | F | 6m. 4355 |
| P16-5 | (June 7) | Mr. Money Gags | G | 7m. 4355 |
| P16-6 | (July 5) | L'Amour The Merrier | | |

### POPEYE CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| E16-1 | (Oct. 12) | Parlez Vous Woo | G | 6m. 4256 |
| E16-2 | (Nov. 16) | I Don't Scare | F | 6m. 4295 |
| E16-3 | (Dec. 14) | A Haul In One | G | 6m. 4295 |
| E16-4 | (Feb. 8) | Nearlyweds | F | 7m. 4355 |
| E16-5 | (Apr. 5) | The Crystal Brawl | F | 6m. 4359 |
| E16-6 | (May 10) | Patriotic Popeye | F | 8m. 4368 |
| E16-7 | (June 21) | Spree Lunch | | |
| E16-8 | (Aug. 9) | Spooky Swabs | | |

### SPEAKING OF ANIMALS CHAMPIONS

(Reissue)

| | | | | |
|---|---|---|---|---|
| A15-1 | (Sept. 30) | Tain't So | F | 10m. 4044 |
| A15-2 | (Sept. 30) | Monkey Shines | G | 9m. 4044 |
| A15-3 | (Sept. 30) | Be Kind To Animals | E | 8m. 4043 |
| A15-4 | (Sept. 30) | From A To Zoo | E | 9m. 4043 |

### TOPPERS

| | | | | |
|---|---|---|---|---|
| M15-1 | (Oct. 7) | Three Kisses | E | 10m. 4084 |
| M15-2 | (Nov. 11) | Reunion In Paris | G | 10m. 4096 |
| M15-3 | (Jan. 27) | Animals A La Carte | F | 10m. 4105 |
| M15-4 | (Mar. 9) | There's Gold In Them Thrills | F | 10m. 4126 |
| M15-5 | (May 4) | Ups And Downs | G | 9m. 4179 |
| M15-6 | (Aug. 24) | Herman Hickman's Football Review | G | 10m. 4256 |

### VISTAVISION SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| V15-1 | (...........) | Bing Presents Oreste | E | 10m. 4126 |
| V15-2 | (June 29) | VistaVision Visits Panama | G | 10m. 4187 |
| V15-3 | (Aug. 3) | VistaVision Visits Gibraltar | G | 10m. 4240 |
| V15-4 | (Oct. 5) | VistaVision Visits Austria | E | 17m. 4252 |

## Republic

### SERIALS

| | | | | |
|---|---|---|---|---|
| 5682 | (Oct. 15) | Federal Operator 99 (Reissue) | G | 12ep. 4246 |
| 5683 | (Jan. 14) | Dangers Of The Canadian Maunted (Reissue) | G | 12ep. 4299 |
| 5684 | (Apr. 8) | The Purple Monster Strikes (Reissue) | G | 15ep. 4323 |
| | ( ) | Radar Men From The Moon (Reissue) | | 12ep. |

## 20th Century-Fox

### ONE REEL CINEMASCOPE

(Color)

| | | | | |
|---|---|---|---|---|
| 7701 | (Jan. ) | Port Of Sports | G | 9m. 4331 |
| 7702 | (Feb. ) | Divided By The Sea | E | 7m. 4331 |
| 7703 | (Mar. ) | Future Baseball Champs (Black and White) | G | 10m. 4331 |
| 7704 | (Apr. ) | Bluefin Fury | E | 8m. 4331 |
| 7705 | (May ) | Orient Express To Hong Kong | G | 9m. 4331 |
| 7706 | (June ) | Guardians Of The North | G | 8m. 4369 |
| 7707 | (July ) | Tempo Of Tomorrow | F | 8m. 4376 |
| 7708 | (Aug. ) | Swamp Boat Sports | E | 9m. 4376 |
| 7709 | (Sept. ) | Midway Medley | | |
| 7710 | (Oct. ) | Journey Thru Ceylon | | |

### TWO REEL CINEMASCOPE COLOR SPECIALS

| | | | | |
|---|---|---|---|---|
| 7608 | (Apr. ) | Land Of The Bible (DeLuxe Color) | E | 18m. 4114 |
| 7609 | (June ) | Dark Wave (Technicolor) One Reel | E | 23m. 4177 |

### CINEMASCOPE TERRYTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5701 | (Jan. ) | John Doormat In Topsy TV | F | 7m. 4315 |
| 5702 | (Feb. ) | Spoofy In Gag Buster | F | 7m. 4355 |
| 5703 | (Mar. ) | Beefy In A Bum Steer | F | 7m. 4355 |
| 5704 | (Apr. ) | Sniffer In The Bone Ranger | F | 7m. 4380 |
| 5705 | (May ) | Gaston Is Here | G | 6m. 4368 |
| 5706 | (June ) | Shove Thy Neighbor | G | 7m. 4386 |
| 5707 | (July ) | Clint Clobber's Cat | F | 6m. 4376 |
| 5708 | (Aug. ) | Flebus | G | 7m. 4331 |

### TERRYTOON TOPPERS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5731 | (Jan. ) | Heckle And Jeckle In Pirate's Gold | G | 7m. 4355 |
| 5732 | (Feb. ) | A Hare-Breadth Finish | G | 7m. 4339 |
| 5733 | (Mar. ) | African Jungle Hunt | F | 7m. 4347 |
| 5734 | (Apr. ) | Dimwit In Daddy's Little Darling | G | 7m. 4380 |
| 5735 | (May ) | Love Is Blind | G | 7m. |
| 5736 | (June ) | Beauty On The Beach | | |
| 5737 | (July ) | All This And Rabbit Stew | | |
| 5738 | (Aug. ) | Beaver Trouble | | |
| 5739 | (Sept. ) | Mighty Mouse In Goons From The Moon | | |
| 5740 | (Oct. ) | Nutsy In Squirrel Crazy | | |

### MOVIETONE MELODY

| | | | | |
|---|---|---|---|---|
| 7201 | (Nov. ) | Lawrence Welk and His Champagne Music (Reissue) | F | 9m. 4295 |

## Universal-International

### Two Reel SPECIALS

| | | | | |
|---|---|---|---|---|
| 3601 | (Mar. 4) | Song of The Grope (Color) | G | 20m. 4323 |
| 3602 | (July 8) | So Proudly We Hail (CS) | | |

### MUSICAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 3651 | (Nov. 25) | Riddles In Rhythm | G | 15m. 4283 |
| 3652 | (Dec. 17) | Skylarkin' Time | F | 15m. 4283 |
| 3653 | (Feb. 11) | Rhythms With Regis | F | 14m. 4315 |
| 3654 | (Feb. 25) | Golden Ladder | G | 15m. 4323 |
| 3655 | (Mar. 11) | Swingin' And Singin' | G | 15m. 4331 |
| 3656 | (April 8) | Riot In Rhythm | G | 16m. 4368 |
| 3657 | (May 6) | Dance Demons | G | 15m. 4368 |
| 3658 | (June 3) | Record Hop | | |
| 3659 | (July 1) | Salute To Song | | |
| 3660 | (July 29) | Taps And Tunes | | |
| 3661 | (Aug. 19) | Rolling In Rhythm | | |

### LAWRENCE WELK MUSICAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 3607 | ( ) | Champagne Music | | |
| 3608 | ( ) | Lawrence Welk & Orch. | | |
| 3609 | ( ) | The Modernaires and Lawrence Welk & Orch. | | |

### COLOR PARADES

| | | | | |
|---|---|---|---|---|
| 3671 | (Dec. 24) | Holiday In The Hills | G | 9m. 4283 |
| 3672 | (Jan. 21) | Valley of Two Faces (CS) | G | 10m. 4283 |
| 3673 | (Feb. 11) | Frozen Frontier | G | 9m. 4323 |
| 3674 | (Mar. 25) | Junior Jamboree | G | 9m. 4323 |
| 3675 | (May 20) | Crossroads Of The Ages | G | 9m. 4323 |
| 3676 | (July 1) | The Lion Dancers (CS) | | |
| 3677 | (Sept. 2) | Hurray All Boats | G | 9m. 4376 |
| 3678 | (Oct. 14) | A Brief Case | G | 9m. 4380 |

### WALTER LANTZ CARTUNES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 3611 | (Dec. 17) | Woodpecker Meets Davy Crewcut | G | 6m. 4283 |
| 3612 | (Jan. 14) | Fawled Up Party | G | 6m. 4283 |
| 3613 | (Feb. 11) | Red Riding Hoodlum | G | 6m. 4283 |
| 3614 | (Mar. 11) | The Plumber Of Seville | F | 6m. 4283 |
| 3615 | (Apr. 8) | Box Car Bandit | G | 6m. 4283 |
| 3616 | (May 6) | Operation Cold Feet | G | 6m. 4283 |
| 3617 | (June 3) | Unbearable Salesman | G | 6m. 4380 |
| 3618 | (July 1) | International Woodpecker | G | 6m. 4323 |
| 3619 | (July 29) | To Catch A Woodpecker | G | 6m. |
| 3620 | (Aug. 26) | Goofy Gardner | F | 6m. 4376 |
| 3621 | (Sept. 23) | Round Trip To Mars | G | 6m. |

### VARIETY VIEWS

| | | | | |
|---|---|---|---|---|
| 3691 | (Feb. 4) | Milk Run | G | 9m. 4323 |
| 3692 | (Mar. 4) | Monkeys Are The Craziest | F | 9m. 4323 |
| 3693 | (Apr. 1) | Bear Cubs Go Rural | F | 9m. 4323 |
| 3694 | (May 6) | Braoklyn Goes To Detroit | F | 9m. 4323 |
| 3695 | (June 17) | Your Zoo | E | 9m. 4371 |
| 3696 | (July 15) | What Is A Safari | | |
| 3697 | (Aug. 26) | Hot Reel | | |
| 3698 | (Sept. 23) | Brooklyn Goes To New Orleans | | |

## Warners

### SPECIAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 4911 | (...........) | Chasing The Sun | G | 36m. 4252 |

### Two Reel WARNERCOLOR SCOPE GEMS (4)

| | | | | |
|---|---|---|---|---|
| 4101 | (Oct. 6) | South Of The Himalayas | E | 18m. 4264 |
| 4102 | (Dec. 29) | The Legend Of El Dorado | E | 18m. 4310 |
| 4103 | (July 13) | Blue Danube | | |

### SPECIALS (4)

(WarnerColor)

| | | | | |
|---|---|---|---|---|
| 4001 | (Sept. 8) | East Is East | G | 18m. 4246 |
| 4002 | (Dec. 2) | Howdy Partner | G | 18m. 4311 |
| 4003 | (Mar. 2) | Pearls Of The Pacific | G | 18m. 4368 |

### One Reel BLUE RIBBON HIT PARADES

(Reissue)

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4301 | (Sept. 15) | Mouse Mazurka | F | 8m. 4247 |
| 4302 | (Oct. 20) | Paying The Piper | F | 7m. 4247 |
| 4303 | (Nov. 17) | Daffy Duck Hunt | F | 7m. 4264 |
| 4304 | (Dec. 1) | Henhouse Hennery | E | 7m. 4272 |
| 4305 | (Jan. 19) | Swallow The Leader | F | 7m. 4323 |
| 4306 | (Feb. 2) | For Scent-Imental Reasons | G | 7m. 4323 |
| 4307 | (Mar. 9) | Mouse Wreckers | G | 7m. 4323 |
| 4308 | (Apr. 6) | Dough For The Do-Do | F | 7m. 4323 |
| 4309 | (Apr. 27) | Fast And Furry-Ous | G | 7m. 4323 |
| 4310 | (May 18) | Bear Feat | E | 8m. 4359 |
| 4311 | (June 15) | Each Dawn I Crow | G | 7m. 4368 |
| 4312 | (June 29) | Bad Ol' Putty Tat | F | 7m. 4368 |
| 4313 | (Aug. 24) | Hippety Hopper | | |

### BUGS BUNNY SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4723 | (Sept. 15) | A Star Is Bored | G | 7m. 4247 |
| 4724 | (Oct. 27) | Wideo Rabbit | G | 7m. 4256 |
| 4725 | (Dec. 15) | To Hare Is Human | F | 7m. 4311 |
| 4726 | (Feb. 9) | Ali Baba Bunny | E | 7m. 4311 |
| 4727 | (Apr. 13) | Bedeviled Rabbit | F | 7m. 4368 |
| 4728 | (May 25) | Piker's Peak | G | 7m. 4368 |
| 4729 | (July 6) | What's Opera Doc? | E | 7m. 4369 |
| 4730 | (Aug. 31) | Mugsy and Bugsy | G | 7m. 4368 |

### MERRIE MELODIES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4701 | (Sept. 1) | Slap Hoppy Mouse | G | 7m. 4227 |
| 4702 | (Sept. 20) | Deduce, You Say! | G | 7m. 4247 |
| 4703 | (Oct. 13) | Yankee Dood It | F | 7m. 4256 |
| 4704 | (Nov. 10) | There They Go-Go-Go | F | 7m. 4256 |
| 4705 | (Nov. 24) | Two Crows From Tacos | G | 7m. 4247 |
| 4706 | (Dec. 8) | The Honey Mousers | G | 7m. 4311 |
| 4707 | (Jan. 5) | The Three Little Bops | E | 7m. 4311 |
| 4708 | (Jan. 12) | Tweet Zoo | F | 7m. 4311 |
| 4709 | (Jan. 26) | Scrambled Aches | F | 7m. 4311 |
| 4710 | (Feb. 23) | Go Fly A Kite | G | 7m. 4311 |
| 4711 | (Mar. 16) | Tweety And The Beanstalk | E | 7m. 4311 |
| 4712 | (Apr. 20) | Boyhood Daze | G | 7m. 4368 |
| 4713 | (May 4) | Cheese It, The Cat | F | 7m. 4368 |
| 4714 | (May 11) | Fox Terror | F | 7m. 4368 |
| 4715 | (June 8) | Steal Wool | F | 7m. 4368 |
| 4716 | (June 22) | Boston Quackie | G | 7m. 4368 |
| 4717 | (July 20) | Tobasco Road | | |
| 4718 | (Aug. 10) | Birds Anonymous | | |
| 4719 | (Aug. 17) | Ducking The Devil | | |
| 4720 | (Sept. 14) | Zoom And Bored | | |
| 4721 | (Sept.28) | Greedy For Tweety | | |
| 4722 | (Oct. 12) | Touche And Go | | |

### WARNERCOLOR SPECIALS (6)

| | | | | |
|---|---|---|---|---|
| 4401 | (Oct. 27) | Playtime Pals | G | 9m. 4247 |
| 4402 | (Mar. 30) | I'll Be Doggoned | E | 10m. 4369 |
| 4403 | (July 27) | Tales Of The Black Forest | | |

### WARNERCOLOR SCOPE GEMS (6)

| | | | | |
|---|---|---|---|---|
| 4501 | (Sept. 22) | Crossroads Of The World | E | 9m. 4276 |
| 4502 | (Nav. 3) | Magic In The Sun | E | 8m. 4283 |
| 4503 | (Feb. 16) | Under Carib Skies | F | 9m. 4323 |
| 4504 | (Aug. 3) | Alpine Glory | | |

## Miscellaneous

| | | |
|---|---|---|
| Bloodstock (BIS) (Color) | F | 15m. 4310 |
| Bespoke Overcoat, The (Arthur) | F | 33m. 4281 |
| Challenge In The Air (BIS) | F | 13½m. 4315 |
| Face Of Lincoln, The (Cavalcade) | G | 20m. 4331 |
| Hidden Talent (McCarthy) | F | 17m. 4272 |
| Impression Of London, An (BIS) (Technicolor) | E | 14m. 4311 |
| Majesty Of The Air (BIS) (Tech.) | G | 21m. 4311 |
| Red Balloon, The (Lopert) (Tech.) | E | 34m. 4310 |
| Robinson-Basilio Middleweight Championship Baut (UA) | E | 19½m. 4386 |
| Suez Canal—(Technicolor)—(deRochemont) | E | 25m. 4221 |
| Trooping The Colour (BIS) (Tech.) | G | 10m. 4331 |
| True Story Of The Civil War, The (Film Representations) | E | 33m. 4331 |
| Undersea Conquest (Lexington) (Color) | G | 18m. 4347 |

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## The Shorts Parade

*(Continued from page 4386)*

cat mad until he reads a remedy that calls for crow to be eaten. The cat captures a crow, which immediately goes to work on him with substitute remedies, until the crow has the cat helpless, and he returns to his fishing. FAIR. (S17-9).

BABY WANTS SPINACH. Paramount Popeye Champions Reissues. 7m. Reissue. September, 1950. Popeye baby-sits for Olive Oyl but finds Sweetpea has an amazing habit of crawling into danger. He saves the infant time after time. Eventually, Sweetpea accidentally devours some spinach in time to save Popeye from a bad mauling at the hands of a gorilla. The infant then has the animals as pets at home. GOOD. (E17-8).

BARKING DOGS DON'T FITE. Paramount Popeye Champions Reissues. 7m. Reissue. October, 1949. Popeye is forced to walk Olive Oyl's delicate French poodle. They run into Bluto and a vicious bulldog, who proceed to mop up, and begin to pave the street with them. Spinach comes to Popeye's rescue, and he and the poodle overpower their opponents and become friends. GOOD. (E17-7).

BY LEAPS AND HOUNDS. Paramount Cartoon Champions Reissues. 8m. Reissue. December, 1951. Herbert, a hound who has never seen a fox, joins the Foxhound Academy to become a foxhound. The instructor describes a fox, and tells Herbert to remain in the rear during the hunt and blow a bugle if he sees a fox. The others pass a fox by, but not Herbert, and the fox steers him to a sleeping bear, who he calls a fox. The others come back when he blows his bugle; but the hunt is resumed as Herbert recognizes the fox for what it is. He and the fox cease hostilities for a spot of tea, and Herbert captures him. FAIR. (S17-5).

CAT CARSON RIDES AGAIN. Paramount Cartoon Champions Reissues. 7m. Reissue. April, 1952. The arrival of the dreaded Cat Carson spoils the feast of a group of mice in a frontier saloon. Carson has the mice terrified until a cousin from the city, Hoiman, arrives. After rescuing the mice from Carson's clutches, Hoiman goes to work on the cat. FAIR. (S17-8).

CAT-CHOO. Paramount Cartoon Champions Reissues. 7m. Reissues. October, 1951. Looking for a cure for his cold, the cat reads that eating a fresh crow will turn the trick. He spies a crow skating, and prepares to cook him. Not relishing the idea of being eaten, the crow tells the cat that he has a sure cure for colds. The hot concoction brewed from pepper, tobasco sauce and mustard, turns the cat into a blazing fireworks display, and a blazing sun lamp sets him on fire. The burning cat rushes out into the snow, which melts, then freezes over. GOOD. (S17-3).

CAT TAMALE. Paramount Cartoon Champions Reissues. 7m. Reissue. November, 1951. The hungry little mice are sneaking over the ice box when Katnip, the cat, chases them back. Cousin Hoiman flies in, and starts working on Katnip. The mice then have a merry time. GOOD. (S17-5).

CITY KITTY. Paramount Cartoon Champions Reissues. 7m. Reissue. August, 1952. When the mice at home become too much of a problem for the cat, he decides he needs a vacation in the Catskill Mountains. There he gets rough treatment from ants, fish, and mosquitoes, and takes off for home, sweet home, and the mice, who await him with a birthday cake that explodes in his face. GOOD. (S17-11).

CLOWN ON THE FARM. Paramount Cartoon Champions Reissues. 7m. Reissue. August, 1952. Baby Huey, an oversized duck, wants to play circus with the ordinary sized ducks, and they trick him into a barrel which almost goes over the cliff. He is put in contact with the fox, who tries all sorts of tricks to make Huey palatable, but they all fail, and the duck winds up as ringmaster, putting the beaten fox through all sorts of tricks. GOOD. (S17-12).

DEEP BOO SEA. Paramount Cartoon Champions Reissues. 7m. Reissue. March, 1952. Because he refuses to learn how to scare people, Casper always wears the dunce cap at Fright School. He wanders off hoping to make friends, but his ghostly appearance sends people and animals running off. Finally he meets little Billy, who wants to play pirates. Billy and Casper build a raft, set off to seek buried treasure, encounter a wale. However, when the wale catches sight of Casper, he opens his mouth, and the boys are saved. All the boys salute Casper as their hero and friend. GOOD. (S17-1).

FISTIC MYSTIC. Paramount Popeye Champions Reissues. 7m. Reissue. November, 1946. Popeye and Olive Oyl visit an oriental bazaar, where she is intrigued by one of the fakirs, who uses his mystic powers to hypnotize her. Popeye comes to her rescue, but the fakir turns him into a parrot. Olive is put into a basket, and the mystic prepares to carry her away. Popeye, however, manages to get out his can of spinach, which means the end of the mystic. FAIR. (E17-5).

HOW GREEN WAS MY SPINACH. Paramount Popeye Champions Reissues. 7m. Reissue. February, 1950. A neat switch is worked in which the brute Bluto gets tired of almost obliterating Popeye only to find spinach his eventual conqueror, so he decides to wipe out the spinach fields. Bluto succeeds, using poison, and is maltreating Popeye brutally when the latter makes a plea to a theatre audience viewing things, and one of the live action kids heaves him a potent and scarce can, which Popeye uses with the usual success. EXCELLENT. (E17-4).

LAW AND AUDREY. Paramount Cartoon Champions Reissues. 7m. Reissue. June, 1952. Little Audrey is playing baseball with her puppy when she hits the cop on the beat. He sends her to the park, where she gets into a motor boat, which sinks. The cop jumps in to save her, forgetting he can't swim. Audrey saves herself, and, seeing the cop in danger, has the zoo elephants drain the lake. The grateful cop stops traffic to play ball with Audrey. GOOD. (S17-10).

SAFARI SO GOOD. Paramount Popeye Champions Reissues. 7m. Reissue. November, 1947. Popeye and Olive Oyl are in the midst of the African jungle on a hunting trip, when they come across a strange creature, a jungle man, which turns out to be Bluto, Popeye's rival. Olive is impressed by his strength, but gets wary when he carts her off to his hacienda. Popeye is in bad shape until his can of spinach is poured down his throat, and then he proceeds to tear the place apart. GOOD. (E17-6).

SCOUT FELLOW. Paramount Cartoon Champions Reissues. 8m. Reissue. December, 1951. Baby Huey is a duck whose ambition is to become a cub scout. A patrol out on a camping trip considers him too big and stupid to join. When the wolf puts in an appearance, all the others run off. Huey mistakes him for a scout master, and asks his help. The wolf tells him he must pass several tests designed to have him wind up on the wolf's dinner table, but dumb Huey turns the table, and the wolf winds up harmless. The scouts make Huey an honored member, and the tattered wolf is used as a patrol flag. GOOD. (S17-7).

TOPS IN THE BIG TOP. Paramount Popeye Champions Reissues. 7m. Reissue. August, 1945. Bluto is the ringmaster at a circus where the featured act has Popeye putting his head in a lion's mouth. Bluto is out to take Olive away from Popeye, plots his demise. Popeye is getting the worst of it; but, at last, he comes back, with spinach, to finish the job, save Olive from Bluto's power. FAIR. (E17-1).

# RELEASE DATE GUIDE

so-called National Release Date loses much of its former importance. It is now much, more necessary to know the order in which current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

| | A.A. | COLUMBIA | M.G.M. | PARAMOUNT | RANK | REPUBLIC | 20th-FOX | U.A. | UNIVERSAL | WARNERS | MISC. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NOW IN GENERAL RELEASE | **Love In The Afternoon** Gary Cooper, Audrey Hepburn, Maurice Chevalier<br>**Daughter Of Dr. Jekyll** John Agar, Gloria Talbott<br>**Dino** Sal Mineo, Susan Kohner, Brian Keith<br>**The Disembodied** Paul Burke, Allison Hayes<br>**Cyclops** James Craig, Gloria Talbott, Lon Chaney, Jr.<br>**Portland Expose** Edward Binns, Virginia Gregg<br>**Death In Small Doses** Peter Graves, Mala Powers<br>**From Hell It Came** Tod Andrews, Tina Carver<br>**Man From Monterey** Sterling Hayden, Pamela Duncan | **Fire Down Below** (CS-TC) Rita Hayworth, Robert Mitchum, Jack Lemmon<br>**20 Million Miles To Earth** William Hopper, Joan Taylor<br>**The 27th Day** Gene Barry, Valerie French<br>**Jeanne Eagels** Kim Novak, Jeff Chandler<br>**The Young Don't Cry** Sal Mineo, James Whitmore<br>**No Time To Be Young** Robert Vaughn, Dorothy Green<br>**Town On Trial** John Mills, Barbara Bates<br>**Pickup Alley** (CS) Victor Mature, Anita Ekberg<br>**3:10 To Yuma** Glenn Ford, Van Heflin, Kathryn Grant | **This Could Be The Night** (CS) Jean Simmons, Paul Douglas, Joan Blondell<br>**The Little Hut** (C) Ava Gardner, Stewart Granger, David Niven<br>**The Seventh Sin** (CS) Eleanor Parker, Bill Travers, George Sanders<br>**Something Of Value** Rock Hudson, Dana Wynter, Wendy Hiller<br>**Man On Fire** Bing Crosby, Inger Stevens, Mary Fickett<br>**Silk Stockings** (CS-Color) Fred Astaire, Cyd Charisse, Janis Paige<br>**Gun Glory** (CS-C) Stewart Granger, Rhonda Fleming | **The Delicate Delinquent** (VV) Jerry Lewis, Darren McGavin<br>**Beau James** (VV-TC) Bob Hope, Vera Miles, Paul Douglas<br>**Loving You** Elvis Presley, Lizabeth Scott, Wendell Corey (VV-TC)<br>**Omar Khayyam** (VV-TC) Cornel Wilde, Debra Paget<br>**Cecil B. DeMille's The Ten Commandments** (VV-TC) (Special Engagements)<br>**Stowaway Girl** Trevor Howard, Elsa Martinelli (England)<br>**Shortcut To Hell** (VV) Robert Ivers, Georgann Johnson | **Value For Money** (TC-VV) John Gregson, Diana Dors<br>**Triple Deception** (TC-VV) Michael Craig<br>**The Third Key** Jack Hawkins | **Spoilers Of The Forest** (C) Rod Cameron, Vera Ralston<br>**Man In The Road** Derek Farr, Ella Raines (England)<br>**Beginning Of The End** Peter Graves, Peggie Castle<br>**The Unearthly** John Carradine, Allison Hayes<br>**Journey To Freedom** Jacques Scott, Geneviv Aumont<br>**Time Is My Enemy** Dennis Price, Renee Asherson<br>**The Lawless Eighties** Buster Crabbe, Marilyn Saris<br>**Pawnee** (C) G. Montgomery, Lola Albright | **Forty Guns** (CS) Barbara Stanwyck, Gene Barry, Barry Sullivan<br>**The Unknown Terror** Paul Richards, Mala Powers<br>**Back From The Dead** Arthur Franz, Peggie Castle, Marsha Hunt<br>**Hell On Devil's Island** Helmut Dantine, Donna Martell<br>**The Sun Also Rises** (C-CS) Ava Gardner, Tyrone Power, Errol Flynn<br>**Three Faces Of Eve** (CS) David Wayne, Joanne Woodward<br>**The Deerslayer** (C-CS) Lex Barker, Forest Tucker, Cathy O'Donnell | **Bayou** Peter Graves, Lita Milan<br>**The Monster That Challenged The World** Tim Holt, Audrey Dalton<br>**The Vampire** John Beal, Coleen Gray<br>**The Monte Carlo Story** (TC) Marlene Dietrich, Vittorio De Sica<br>**The Fuzzy Pink Nightgown** Jane Russell, Keenan Wynn<br>**Valerie** Sterling Hayden, Anita Ekberg<br>**Jungle Heat** Lex Barker, Mari Blanchard<br>**My Gun Is Quick** Robert Bray<br>**Lady Of Vengeance** Dennis O'Keefe, Ann Sears | **Joe Butterfly** (CS-TC) Audie Murphy, George Nader, Burgess Meredith<br>**The Midnight Story** (CS) Tony Curtis, Marisa Pavan, Gilbert Roland<br>**Interlude** (CS-TC) June Allyson, Rossano Brazzi<br>**Doctor At Large** (VV-C) (English) Dirk Bogarde<br>**Run Of The Arrow** (TC) Rod Steiger, Sarita Mantiel<br>**Night Passage** (TC) James Stewart, Audie Murphy, Dianne Foster<br>**That Night** John Beal, Augusta Dabney<br>**Man Of A Thousand Faces** (CS) James Cagney, Dorothy Malone | **A Face In The Crowd** Andy Griffith, Patricia Neal<br>**The D.I.** Jack Webb, Don Dubbins, Jackie Loughery<br>**The Prince And The Showgirl** (TC) Marilyn Monroe, Laurence Olivier<br>**X—The Unknown** Dean Jagger<br>**The Curse Of Frankenstein** (C) Peter Cushing, Hazel Court<br>**Band Of Angels** (C) Clark Gable, Yvonne DeCarlo<br>**Rising Of The Moon** Frank Lawton, Denis O'Dea<br>**The James Dean Story** James Dean | **Johnny Tremain** (TC) (Disney) Hal Stalmaster, Luana Paten, Jeff York (BuenaVista)<br>**Drag Strip Girl** Steve Terrell, Fay Spain (American Int.)<br>**Rock All Night** Dick Miller and Platters (American Int.)<br>**Bombi** (TC) (Disney) (RE) (Buena Vista)<br>**I Was A Teenage Werewolf** Michael Landon, Yvonne Lime (American-Int.)<br>**Invasion Of The Saucer Men** Steve Terrell, Gloria Castillo (American-Int.) |
| PROMISED FOR EARLY RELEASE | **Teenage Doll** June Kenney, John Brinkley, Fay Spain<br>**Undersea Girl** Mara Corday, Pat Conway<br>**Naked In The Sun** (C) James Craig, Barton MacLane, Lita Milan<br>**Looking for Danger** Bowery Boys<br>**Streets Of Havana** John Cassavetes, Raymond Burr, Sara Shane<br>**The Rifle** (C) Joel McCrea, Virginia Mayo<br>**Hunchback Of Paris** (TC-CS) Gina Lollobrigida, Anthony Quinn<br>**Hongkong Story** Jack Kelly, Lita Hwa<br>**Sabu and the Magic Ring** (C) Sabu | **The Brothers Rico** Richard Conte, Dianne Foster<br>**The Parson and The Outlaw** (TC) Anthony Dexter, Buddy Rogers, Marie Windsor<br>**Woman Of The River** (TC) Sophia Loren, Gerard Oury<br>**The Story of Esther Costello** Joan Crawford, Rossano Brazzi<br>**Domino Kid** Rory Calhoun, Kristime Miller<br>**The Tijuana Story** Rodolfo Acosta, James Darren, Jean Wiles<br>**The Harlem Globetrotters** (RE) | **Tip On A Dead Jockey** (CS) Robert Taylor, Dorothy Malone<br>**Decision Against Time** Jack Hawkins (England)<br>**Action Of The Tiger** (CS-Color) Van Johnson, Martine Carol<br>**House Of Numbers** Jack Palance, Barbara Lang<br>**The Hired Gun** Rory Calhoun, Anne Francis<br>**Until They Sail** Jean Simmons, Joan Fontaine, Paul Newman<br>**The Invisible Boy** Richard Eyer, Diane Brewster, Philip Abbott<br>**I Accuse** Jose Ferrer, Viveca Lindfors, Anton Walbrook | **Mr. Rock And Roll** Alan Freed, Rocky Graziano, Lionel Hampton<br>**The Devil's Hairpin** (VV) Cornel Wilde, Jean Wallace<br>**The Joker Is Wild** (VV) Frank Sinatra, Jeanne Crain<br>**Sailor Beware** (RE) Dean Martin, Jerry Lewis<br>**Jumping Jacks** (RE) Dean Martin, Jerry Lewis<br>**Hear Me Good** (VV) Hal March, Merry Anders<br>**Zero Hour** (VV) Dana Andrews, Linda Darnell, Sterling Hayden<br>**The Tin Star** (VV) Henry Fonda, Annthony Perkins, Betsy Palmer | **The Black Tent** (TC-VV) Anthony Steel<br>**A Town Like Alice** Virginia McKenna<br>**The Gentle Touch** (T) George Baker<br>**As Long As They're Happy** (EC) Jack Buchanan, Diana Dors<br>**Jacqueline** John Gregson, Kathleen Ryan<br>**Pursuit Of The Graf Spee** (TC-VV) John Gregson<br>**An Alligator Named Daisy** (TC-VV) Donald Sinden, Diana Dors<br>**The Spanish Gardener** (TC-VV) Dirk Bogarde, Jon Whiteley | **Last Stagecoach West** Jim Davis, Mary Castle<br>**Taming Sutton's Gal** John Lupton, Gloria Talbott<br>**Hell Canyon Outlaws** Dale Robertson, Brian Keith, Rosanna Rory<br>**Operation Conspiracy** Philip Friend, Mary Mackenzie<br>**The Wayward Girl** Marcia Henderson, Peter Walker<br>**Panoma Sal** Elena Verdugo, Edward Kemmer<br>**Raiders Of Old Californio** Jim Davis, Arleen Whelan<br>**The Crooked Circle** John Smith, Fay Spain | **No Down Payment** (CS) Jeffrey Hunter, Sheree North, Tony Randall<br>**The Copper Sky** Coleen Gray, Jeff Morrow<br>**Stopover Tokyo** (DC-CS) Robert Wagner, Joan Collins, EHdmond O'Brien<br>**Ride A Violent Mile** (RS) John Agar, Penny Edward<br>**April Love** (DC-CS) Pat Boone, Shirley Jones<br>**Under Fire** Rex Reason, Henry Morgan, Steve Brodie<br>**Ghost Diver** James Craig, Audrey Totter<br>**The Adominable Snowman Of The Himalayas** (RS) Forrest Tucker, Peter Cushing | **Chicago Confidential** Brian Keith, Beverly Garland<br>**Gunsight Ridge** Joel McCrea, Mark Stevens, Joan Weldon<br>**Enemy From Space** Brian Donlevy<br>**The Careless Years** Dean Stockwell, Natalie Trundy<br>**Street Of Sinners** Geo. Montgomery, Geraldine Brooks<br>**Satchmo, The Great** Louis Armstrong<br>**Time Limit** Richard Widmark, Richard Basehart<br>**Hell Bound** John Russell, June Blair<br>**The Girl In Black Stockings** Lex Barker, Anne Bancroft<br>**Mustang** Jack Beutel, Madelyn Trahey | **Joe Dakota** (C) Jock Mahoney, Luana Patten<br>**The Land Unknown** (CS) Jock Mahoney, Shawn Smith<br>**Jet Pilot** (TC) John Wayne, Janet Leigh<br>**Quantez** (EC-CS) Fred MacMurray, Dorothy Malone<br>**The Unholy Wife** (TC) Diana Dors, Rod Steiger<br>**Escapade In Japan** (TC-TE) Teresa Wright, Cameron Mitchell<br>**Slaughter On Tenth Avenue** Richard Egan, Jan Sterling, Dan Duryea<br>**Slim Carter** (C) Jock Mahoney, Tim Hovey, Julie Adams | **The Pajama Game** (C) Doris Day, John Raitt, Carol Haney<br>**Black Patch** George Montgomery, Diane Brewster<br>**Johnny Trouble** Ethel Barrymore, Cecil Kellaway, Stuart Whitman<br>**The Helen Morgan Story** (CS) Ann Blyth, Paul Newman, Richard Carlson<br>**Black Scorpion** Richard Denning, Mara Corday | **Reform School Girl** Gloria Castillo (American In..<br>**Rock Around The World** Tommy Steele (American Int.)<br>**The Amazing Colossal Man** Glenn Langan, Cathy Downs (American Int.)<br>**The Cat Girl** Lynn Tracey, Barbara Shelley (American Int.)<br>**Perri** (TC) (Disney) (Buena Vista) |

**SYMBOLS USED ABOVE:** CS—CinemaScope, C—Color, RE—Reissue, TC—Technicolor, VV—VistaVision—Name of country, other than U.S.A., indicates import.

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# MOTION PICTURE EXHIBITOR

OCTOBER 9, 1957 VOLUME 58 NUMBER 24
IN TWO SECTIONS • THIS IS SECTION ONE

## *Small "Beefs". . . Or Big Lawsuits*

editorial

## Loew's Proxy Fight Sure

(page 6)

## Closed Circuit Regulation Seen

(page 7)

**AND FEATURING:**

**PHYSICAL THEATRE • EXTRA PROFITS**

Jack Fruchtman, Maryland theatre owner, displaying confidence in the industry's future, recently expanded his extensive theatre holdings with the acquisition of the Mayfair, Baltimore.

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NEAR

THE

WATER"

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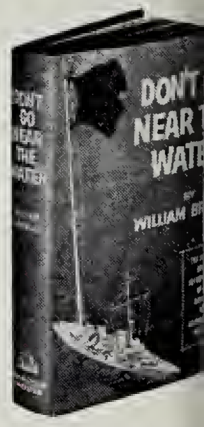

MOTION PICTURE
EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

OCTOBER 9, 1957
VOLUME 58 NUMBER 24

## SMALL "BEEFS" . . . OR BIG LAWSUITS

Not too long ago, when we read the report of our Texas correspondent about a $1,180,332 lawsuit, alleging monopoly and violations of anti-trust laws, as filed in the U. S. District Court in Houston by Jack Farr and his Trail Drive-In Theatre, we couldn't help thinking about some remarks that appeared on this page nearly a year ago. At that time, in an editorial titled "A MAN IN SEARCH OF A SUIT" (November 28, 1956), we attempted to survey the conditions and circumstances that encouraged intra-industry lawsuits, and to make some suggestions relative to the common business courtesies and considerations that would prevent nearly all but the "blackmail" suits. We said, just to quote, "*We believe that a great majority of suits are the legitimate result of complete frustration on the part of fair minded and intelligent businessmen who don't want to sue, and who only bring suit as a last resort.*"

Well, let's look at the facts as outlined in this Texas news story.

It is Mr. Farr's complaint that a competitive theatre is getting all of the bigger pictures as a result of sealed bids, opened in private and never revealed. That he has no way of knowing whether his theatre is actually outbid or not. And that it is always possible that the competitive theatre is allowed to bid after all of the other bids are in and their contents known.

He also complains that the competitive theatre, being a twin, has been allowed to combine its bid so that what is essentially two theatres have been permitted to bid against him as one.

Now, we don't know anything more about the merits of this case. We do know that, even in Texas, $1,180,332 is a lot of money that no film company or theatre company could lose without feeling it. We also have heard some good reports on independent showman Farr. And we know from personal experience some of the frustrations, suspicions, and annoyances that stem from "*sealed bids opened in private and never revealed.*" In our opinion, such handling of a film sale stems less from skulduggery than from a desire to avoid the need to explain why one bid is accepted and others rejected. If we are right, and if none of the parties to a bidding situation is cheating or has something to hide, why not open all bids for the inspection of all bidders, at the appointed place, date and hour; with courage enough to face the small "beef" right then rather than have to face the big lawsuit later?

Hasn't this very effort to avoid trouble become the spawning ground for bigger troubles? Normally, a man who loses a bid, under face-up conditions he knows to be fair, is not "A MAN IN SEARCH OF A SUIT."

## TRAIL OF THE "FAST BUCK" FINCHES

This happens to be more of a news item than the usual editorial opinion.

According to newspaper accounts, on Friday night, Sept. 27, State Police from the Harrisburg (Pa.) barracks raided the Midway Drive-In on the Hummelstown-Middletown Highway, and arrested two men "for exhibiting obscene movies." Complaints that juveniles were attending the alleged lewd shows, despite the "Adults Only" signs, led to the raid. In that night's papers, the so-called "Big First-Run 3-Unit Show" was billed as: (1) "10 DAYS IN A NUDIST CAMP"; (2) "OLD FASHIONED BURLESQUE"; and (3) "SECRETS OF THE PINUPS." Careful check of MOTION PICTURE EXHIBITOR's rather exhaustive files of all professionally distributed motion pictures fails to disclose any by these particular titles, with the only possible conclusions being that: (1) they have been variously re-titled, or (2) they are from some foreign or non-professional source not native to this industry.

The two men were reported to be Walter Finch of Shamokin, Pa., lessee of the theatre, and his brother Claude, the projectionist and they were held under $500 bail.

While the Harrisburg area is some distance from Reading, Pa., a check of our files disclosed that in the issue of last March 13 we itemed the arrest of Walter S. Finch and Claude G. Finch, as lessees of the Plaza, Reading, where police seized four reels of a show titled "PARIS AFTER MIDNIGHT" on the charge that it was "immoral and suggestive." Once again, the "Adults Only" sign was an advertising feature. In that instance the brothers Finch had to post $250 bail.

So the trail of the "Fast Buck" Finches leads from Reading to Harrisburg, and could lead anywhere that a drive-in or roofed theatre is in economic troubles, or is actually shuttered. Obviously they own, or have available, a source of supply that can be associated more often with smoke filled fire houses than with professional theatres. And there is little that a legitimate purveyor of theatre entertainment can do, should their trail cross his, except to alert local police and local churchmen to their past history.

While "fast buck" operators hide behind their "Adults Only" signs, they seldom enforce them. And their success with this policy is usually the sign of slack policemen, and disinterested churchmen.

*Jay Emanuel*

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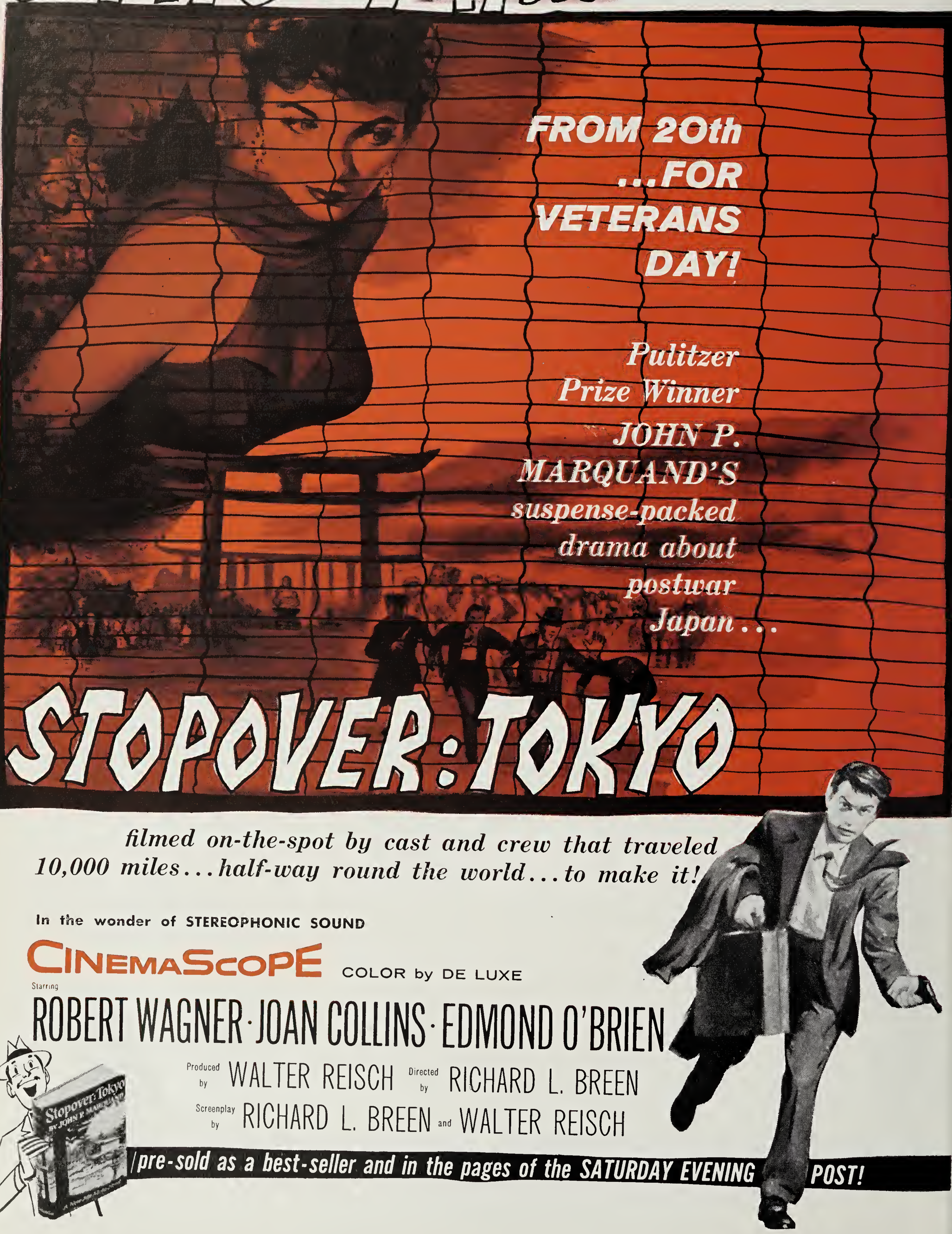
# ON ITS WAY...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Pulitzer
Prize Winner
JOHN P.
MARQUAND'S
suspense-packed
drama about
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Japan...
STOPOVER: TOKYO
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Screenplay by RICHARD L. BREEN and WALTER REISCH

pre-sold as a best-seller and in the pages of the SATURDAY EVENING POST!

# BROADWAY GROSSES

(As of this Monday)

## "Les Girls" Okay

NEW YORK—MGM's "Les Girls," Radio City Music Hall; Paramount's "The Joker Is Wild," Capitol; and Warners' "The Helen Morgan Story," Astor, led the Broadway first run parade over the weekend. The U-I release, "Jet Pilot," also opened fast at the Palace. The other spots, all with holdover products, were all below average.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"LOVE IN THE AFTERNOON"** (Allied Artists). Paramount ($47,654)*—Dropped to $19,000 for the seventh and last week.

**"THE SUN ALSO RISES"** (20th-Fox). Roxy ($81,398)—Friday, Saturday and Sunday reported as $18,536, with the seventh and last week down to $30,000. Usual stage show.

**"LES GIRLS"** (MGM). Radio City Music Hall ($146,192)—Thursday through Sunday accounted for $103,000, with the first week off to a fast $158,000. Usual stage show.

**"THE JOKER IS WILD"** (Paramount). Capitol ($39,813)—Second week sure to top $48,000.

**"THE HELEN MORGAN STORY"** (Warners). Astor ($24,578)—Opening week sure to exceed $25,000.

**"THREE FACES OF EVE"** (20th-Fox). Victoria ($21,930)—Second week down to $14,000.

**"PORTLAND EXPOSE"** (Allied Artists). Loew's State ($18,644)—Only $5,000 in sight for the last five days of the second session.

**"JET PILOT"** (U-I). Palace—The first four days of the opening week claimed at $21,000.

**Figures in parentheses represent 1956 weekly averages as reported in MOTION PICTURE EXHIBITOR.*

## Paramount Acquires Chi Outlet

NEW YORK—Paramount last week announced that it is acquiring the Esquire in Chicago.

George Weltner, vice-president of Paramount. revealed that the Esquire will be operated as an additional Chicago outlet for first-run Paramount pictures. He said, "This move represents no policy change on the part of Paramount, insofar as the divorcement of its theatre interests seven years ago is concerned."

Weltner further stated that the problems which Paramount has had in the past in Chicago in marketing and properly booking its pictures hopefully will be eliminated by the acquisition of this additional outlet.

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# The NEW YORK Scene

### By Mel Konecoff

ABOARD A CHARTER FLIGHT NEW YORK-BOUND FROM LOUISVILLE, KY.: Aside to the Louisville Police Chief: Your boys have the technique of police escort down to a wonderful science. When they met us at the airport on our arrival the other day for MGM's world premiere of "Raintree County," they worked hard to lead the contingent of press and celebrities from the east and west coasts into the city to get them settled at the Brown Hotel. They were masterful at getting the huge buses in and out of traffic later as sightseeing and visits were in order. Incidentally, they were pretty good, too, at handling the thousands upon thousands who gathered at the curb in the downtown section to watch and greet us.

**Aside to the hotel chef: That smoked meat at the press luncheon that followed our arrival where the east coast press got a chance to say "hello" to the talent from the west coast was pretty powerful stuff.**

Aside to the Louisville Chamber of Commerce: Your dinner of welcome that night in the roof garden was warm, direct, and to the point, and wasn't George Murphy a competent master of ceremonies as he introduced stars Lee Marvin, Eva Marie Saint, Russ Tamblyn, Van Johnson, Ann Miller, Terry Moore, Jane Powell, Tom Drake, and Cousin Chill Wills, in addition to writer Willard Kaufman, studio music chief Johnny Green, and Loew vice-presidents Charlie Reagan and Howard Dietz.

**Aside to Van Johnson: That was really a funny bit we had going for the autograph routines out at the Raintree County Ball held at the State Fair Grounds for the benefit of the Children's Hospital of Louisville. It made things a bit easier and pleasant.**

Aside to Ann Miller: Honey, you're one of the best things that happened to Metro, and you were perfectly right with regard to your thoughts expressed to us on star appearances and actions. They should let audiences see them. You're also a living doll.

**Aside to Matt Wynn Williamson: You're horse farm was a delight and everyone from your barbecue cooks on down to your wonderful horses helped make the day complete. Man, those barbecued meats were out of this world and those real-honest-to-goodness mint juleps really hit the spot. Thank you, sir. Incidentally, that Chill Wills tried talking to your horses, but they didn't understand his Texas drawl.**

Aside to Irving Long: Your Brown Theatre was presented beautifully to guests and visitors, and the staff turned in a magnificent job. Those honor guards from the University of Louisville and the Kentucky Military Institute, together with the police, controlled the thousands of spectators very well and dressed up the event. Letting the people see the stars outside as well as inside the theatre via introductions was done nicely by George Murphy. The film should make you a pile of dough if your deal is right.

**Aside to Sam, Harry, and Fred Switow: Men, it was a pleasure seeing you again, and your wives were charming. Your thoughts and results on that pre-noon admission bit for 25 cents that netted you such a large extra-profit should be picked up by exhibitors elsewhere. Sam, we're sorry the Will Rogers returns haven't been more impressive to date. Keep plugging, though.**

Aside to Bob Cox (Schine's right-hand man in Lexington, Ky.): Hiyuh Robert, you old hoss thief. Sorry we didn't get a chance to say more after all these years but time was short indeed. Maybe next time. Your desire to introduce us to the Governor was well taken, however. If he didn't see fit to appoint us a Kentucky Colonel, the heck with it.

**Aside to Boyd Martin, dean of theatre and film critics in the area: Sir, please add our congrats and best wishes to those of the others you received at the theatre when note was taken of your 50th anniversary in the business. The stars lining up at the stage of the theatre to present you with the commemorative watch was a touching and impressive sight.**

Aside to Lee Marvin: It's nice to see that at last you get away from the "meanie" roles to one with real meat in it. You were very good.

**Aside to Joe Vogel: Your gang did real well and the event will be remembered for quite some time.**

Aside to the Weatherman: You cooperated beautifully. Well done.

On hand last week at Louisville, Ky., for the premiere of MGM's "Raintree County" at the Brown were two chartered planes full of stars, newspaper and magazine writers, trade paper representatives, company executives, others. Mayor Andrew Broaddus is seen at the airport greeting Ann Miller, Myra Hansen, Terry Moore, Eva Marie Saint, Van Johnson, and Lee Marvin. On the right is an aerial view of the motorcade parade from the airport to the Brown hotel where the guests made their headquarters during their Louisville stay.

# Tomlinson Files Proxy Fight Intent

## Will Propose Candidates For Loew's Board Posts; Wilmington Court Actions Continue To Make News

WASHINGTON—Joseph Tomlinson last fortnight told the Securities and Exchange Commission that he would propose candidates for the board of directors of Loew's Inc., and solicit stockholder proxies for the stockholders meeting set for Oct. 15 in his fight against the Joseph R. Vogel management.

He did not say who these candidates would be but made his statement in filing a so-called form 14-B, the form on which all participants or solicitors in proxy fights must list their background and interest in the controversy.

Tomlinson declared he owns directly or indirectly 180,000 Loew's shares out of the 5,366,777 outstanding. He reported that between Aug. 31, 1955, and Aug. 31, 1957, he bought 70,000 of these shares, the last purchase a 5,000 block in December, 1956. He said he still owes $1,119,430 on the stock bought during the last two years.

Tomlinson has already brought several court actions in his fight against the Vogel group.

Later in Wilmington, Del., four affidavits were filed in U. S. District Court on behalf of Tomlinson, plaintiff in a suit against Loew's Inc. and four individuals.

An affidavit of Stanley Meyer stated that he knows the contents of the complaint and that the matters stated therein are true to his knowledge except such matters as are stated to be upon information and belief and as to those matters he believes them to be true.

An affidavit of Stephen Ailes, of the Washington, D. C., law firm of Steptoe and Johnson, contains information obtained from the SEC regarding the corporation.

Two affidavits are by John E. Nolan, also of Steptoe and Johnson, attaching various correspondence and newspaper articles as well as a review of accounting policies and procedures and a general survey of picture-making operations by Booz, Allen and Hamilton, management consultants.

Clair J. Killoran, Wilmington attorney, meanwhile filed notice of his appearance on behalf of four individuals, Joseph R. Vogel, William A. Parker, George L. Killion and John L. Sullivan.

Later, in Wilmington, Del., Chancellor Seitz in the Court of Chancery granted Tomlinson's plea as a stockholder and director of Loew's, Inc., to intervene in the case of Ralph B. Campbell, plaintiff, vs. Loew's, Inc., Joseph R. Vogel, William A. Parker, George L. Killion, and John L. Sullivan, defendants.

This move by Tomlinson was for the purpose of asserting the matters contained in the complaint filed by Campbell and also "to assert a claim which would direct the corporate defendant to pay the reasonable sums incurred by the Tomlinson group in the solicitation of proxies for the stockholders' meeting now set for Oct. 15."

### Loew's Shareholders Receive New Proxy Form

NEW YORK—Joseph R. Vogel last week sent a new form of proxy to shareholders for use at the special meeting of stockholders on Oct. 15. This was due to the ruling of the Delaware Court of Chancery that proxies solicited by Vogel and George L. Killion may not be voted for or against the removal of Joseph Tomlinson and Stanley Meyer as directors of Loew's, Inc.

In a statement sent with the new proxy form, Vogel points out that the only issues likely to come before the meeting will be the amendment of bylaws to increase the number and quorum of directors, and the election of directors. Vogel and Killion have reduced their slate of nominees to 10. They are Ellsworth C. Alvord, Omar N. Bradley, Charles Braunstein, Bennett Cerf, Francis W. Hatch, J. Howard McGrath, Benjamin Melniker, Robert H. O'Brien, Charles H. Silver, and Benjamin Thau.

Vogel's statement revealed that the Chancery Court order of Sept. 26, based on the Court's Sept. 19 decision and opinion, provided that Loew's will mail to its stockholders any proxy material or proxies submitted after clearance by the SEC on behalf of either the Tomlinson group or the Vogel group.

Vogel also reported that the adjournment and the Court order have made necessary additional mailings to stockholders and other expenses which will increase a former estimate of costs to about $150,000.

With the court decision that Loew's may properly bear the costs of proxy solicitation, the Vogel-Killion group intends to seek reimbursement from Loew's for expenses incurred or to be incurred, Vogel said.

## Sam Rosen Honored By N. Y. Cinema Lodge

NEW YORK—A large turnout of industry leaders and B'nai B'rith officials joined Cinema Lodge members and their wives in the Grand Ballroom of the Hotel Sheraton-Astor last week to pay tribute to Samuel Rosen, executive vice-president of Stanley Warner Theatres, who was presented with the Cinema Lodge B'nai B'rith "Honor Scroll" for his contributions to industry and community charitable and humane undertakings during the past 30 years.

Robert K. Shapiro, president of Cinema Lodge, and Jack H. Levin, chairman of the evening, led the festivities. Principal speaker was Arnold Forster, chief counsel and director of the Civil Rights Division, Anti-Defamation League of B'nai B'rith. Rabbi Joseph Lookstein, one of America's foremost Jewish educators and a spiritual adviser to the Rosen family, made the presentation to Rosen on behalf of Cinema Lodge.

## Fight Pix Booming

NEW YORK—United Artists' films of the Robinson-Basilio title fight have earned a record $207,000 in the first week of domestic release and are expected to roll up a total of $500,000 in film rentals in the U. S. and Canada alone, the company announced last week.

A total of 7000 dates is anticipated in the domestic territory for the fight pictures, the most successful ever distributed by UA. A record 800 prints are being used to service playdates. The initial booking wave included approximately 200 dates in the New York metropolitan area.

## "Oscar" Sweeps Seen On National Basis

NEW YORK—It was indicated last fortnight that the Motion Picture Association advertising-publicity directors committee may take up plans to conduct the "Oscar" Sweepstakes on a national basis this year with the cooperation of the Academy of Motion Picture Arts and Sciences.

With the industry sponsoring the Academy Awards presentation telecast next March, cooperation with the Sweepstakes is said to have been already assured. There will be national participation and a better arranged promotion which will attract more participants and keep interest alive beyond the Awards presentation by means of continuing special events.

Although exhibitor participation in last year's "sweepstakes" was relatively limited, those who did use it were enthusiastic about its possibilities. Under last year's plan theatre patrons matched their Academy Awards choice against those of the Academy members, with locally promoted prizes for winners. On a national basis, local winners could compete for national grand prizes after the Awards presentations, thus continuing national interest beyond the "Oscar" night itself.

## Coca-Cola's Candler Dies

ATLANTA—Charles Howard Candler, for many years a nationally-known executive of The Coca-Cola Company, died here last week of a heart ailment. Candler, a son of the late Asa G. Candler, founder of The Coca-Cola Company, was 78.

He is survived by his widow, a son, two daughters, a brother, and a sister.

After serving in many capacities with The Coca-Cola Company, from production through sales and management, Candler became vice-president of the company in 1906 and was named president in 1916. He served as chairman of the board from 1919 to 1920 inclusive and resumed the presidency in 1920, serving until 1923 when he retired. He remained a director of the company until his death.

## Henry Exits Paramount

NEW YORK—Floyd C. Henry has relinquished the position of Far East division manager for Paramount International Films after a business career covering 26 years.

Henry joined Paramount in the Philippines in 1931 after having been for several years an officer on United States vessels trading to the Orient. His vast knowledge of conditions in the Orient proved invaluable in the film business and he progressed through the post of branch manager in the Philippines to that of district manager incorporating Japan, China, and the Philippines.

## Fox Studies Drive-Ins

NEW YORK—It was learned last fortnight that 20th-Fox was making a study of drive-in surveys conducted during the year to determine if income from that source, said to be "substantially up" over 1956, can be still further improved.

It is hoped to thus determine any "weaknesses" that exist in the company's drive-in policy. Motivating the study is a feeling by the company that more income from the drive-ins is possible.

# L. A. Council Okays TV Franchise Bids

LOS ANGELES—City Council last fortnight accepted and approved unanimously three idential bids from Skiatron TV, Inc., Harriscope, and International Telemeter, Inc.-Fox West Coast Theatres for 21 years franchises for toll-TV.

Each pledged two per cent of their annual gross receipts, the minimum allowed by the City Public Utilities Commission.

The bids have been referred to the Council's Industry and Transportation Committee, which will conduct public hearings after receiving a report from administrator Samuel Leask, Jr.

Meanwhile, in San Francisco Skiatron TV, Inc.'s application for a toll TV franchise was postponed for a fourth time in three months by the Board of Supervisors, who asked general manager Alan J. Lane to provide the board with a report on Skiatron's financial status before its application will be "seriously considered."

Later in Milwaukee, Common Council granted Skiatron the right to build and operate its system there, thus becoming the first city to do so and also the first city to allow toll TV on a meter basis.

## U-I Plans Sales Sessions

NEW YORK—To facilitate the type of long-range planning required in today's marketing of motion pictures, Universal has scheduled a week-long sales executives conference at the Essex House starting Oct. 14, to be followed by a series of seven district sales meetings, it was announced last week by Charles J. Feldman, vice-president and general sales manager.

Milton R. Rackmil, president, and Alfred E. Daff, executive vice-president, will address the opening session. Release and promotional plans will highlight the sessions.

## Blaze Sweeps U-I Studio

HOLLYWOOD — The Universal-International studio back-lot suffered an estimated $500,000 loss last fortnight when fire of undetermined origin swept its New York street set.

# Rep. Celler Predicts Local Level Regulation Of Closed Circuit TV

NEW YORK—In an address last fortnight at a meeting of the Association of Advertising Men and Women at the Hotel Biltmore, Representative Emanuel Celler, chairman of the House Judiciary Committee and its antitrust subcommittee, and author of a bill which would ban toll-TV, predicted state and local government regulation of closed circuit television. Such intervention would be required "in order to afford protection to the public generally," he said.

Judge James M. Landis, former chairman, SEC, and now special counsel for Skiatron Electronics and Television Corporation, spoke in favor of toll-TV; and joined Celler in what amounted to a debate on the subject.

Celler conceded that closed circuit TV is not subject to the same considerations as apply to on-the-air toll TV, and that so long as it is confined to intrastate operation, does not utilize or depend on interstate commerce instrumentalities or interfere with on-the-air transmission or reception, is not covered by the Federal Communications Act.

As for further FCC action on the proposed three-year experiment with toll TV, Celler expressed confidence that once Congress takes up toll TV the Commission "will refrain from taking any decisive action in furtherance of the proposed tests long enough to enable Congress to resolve the grave policy issues that are involved."

Judge Landis hailed toll TV as a dynamic new industry whose fate will be determined by the public in the anticipated three-year trial period.

## Sound Films Mark Their 30th Anniversary

**NEW YORK—Just thirty years ago, Warner Brothers gave the world the first motion picture in which an actor delivered spoken dialogue from the screen.**

**The picture was "The Jazz Singer." The actor was the late Al Jolson. The dialogue was his ad-libbed line, "You ain't heard nothin' yet, folks, listen to this." The time was the evening of Oct. 6, 1927. The place was the Warner Theatre in New York.**

**The celebration of the 30th anniversary of the opening of "The Jazz Singer" is part of Hollywood's Golden Jubilee, celebrating 50 years of feature-films production.**

# Spotlight On Toll-TV At Montana Meeting

BILLINGS, MONT.—Ross Campbell, manager, Orpheum, Sheridan, Wyo., who has applied for a patent for a closed-circuit TV system which would pipe a movie to cable subscribers at the same time it is shown on the theatre screen, described his invention at the semi-annual meeting of the Montana Theatre Association last fortnight.

Campbell's system would use twin projectors and utilize lines of a community antenna system already operating in Sheridan. Subscribers who wanted to see his film would simply flip to a specified channel on the television sets and telephone a central control office. Monthly bills would be sent.

George Roscoe, New York, field representative, Theatre Owners of America, told the convention that cable transmission, on a pay-as-you-go basis, may be the theatre owner's way of cashing in on the large stay-at-home audience.

Joseph Paulus, Helena, district sales manager, Mountain States Telephone and Telegraph Company, outlined probable expenses of installing local closed-circuit television in Billings and Great Falls.

# TOA's Levy Urges Exhibs To Use Newly Adopted Conciliation Plan

NEW YORK—Herman M. Levy, general counsel, Theatre Owners of America, last fortnight in an analysis of the conciliation plan which has been adopted by the industry and which will be put into effect by the distributors on Nov. 1, said "exhibitors are under an obligation" to use it.

"Since under the plan there is no grievance whatsoever which may not be brought into conciliation," Levy said, "there is no reason why it should not have widespread usage. In fact, if it is widely used and if it functions successfully, resort to arbitration may be rare."

Levy pointed out that "distribution in agreeing that film rental might be conciliated, has gone much further than it ever did in the past, and we of TOA feel that this is a good plan, that it offers an avenue of relief.

"Hitherto exhibitors were subject to the whims of the branch manager and the home office," Levy said, "but now they have the assurance of the distributors that their complaints will have a full, intelligent and understanding hearing at the local level and that the branch manager will be able to make decisions."

Levy stated, "We have the assurances of distributors that they are dedicated to the worthwhileness of this plan of conciliation and that they will do everything in their power to grant relief whenever it is justified."

He said conciliation offered "an avenue of relief to exhibitors who are victims of the 'when, as, and if available' practice. If pictures are being made available to an exhibitor too late for him to run profitably, he should try to get a 'ceiling provision' in his contract, that is, not later than a certain number of days after completion of the prior run, and, if he is unable to do this, then he should submit his problem to conciliation."

## Loew's Rewards Managers

NEW YORK—Instead of one winner, as originally planned, six Loew's neighborhood theatre managers here will share in extra prizes resulting from their promotional efforts on the recent engagement of Paramount's "The Life and Loves of Omar Khayyam."

Winner of the first prize, an all-expense visit for two to Hollywood, was Seymour Graff, manager, Loew's Orpheum, Manhattan. Because of the general excellence of the campaigns of five runners-up, extra cash awards were made. Clyde Fuller, Loew's Kings, and Robert Solomon, Loew's Victoria, will receive $250 each. Dorothy Solomon, 46th St.; Ed Brunner, Valencia; and Danny Cohen, Oriental, will receive $150 each.

In the assistant managers competition on the same attraction, Lafayette Woodard, 116th St., will receive two week's salary. A special award of one week's salary each will go to assistants Dorothy Leavy, Premier; Norman Duffy, Paradise; William Taylor, Brevoort; and Vincent DeCrescito, Coney Island.

## Pinewood Comes Of Age

LONDON, ENGLAND — The Lord Rank J. P., chairman, and John Davis, deputy chairman and managing director of the Rank Organization, acted as hosts at a gala invitational party in London last fortnight to mark the 21st anniversary of Pinewood studios, the most modern motion picture production center and the largest in Europe.

The Pinewood anniversary also was marked by the Rank Organization subsidiary companies. Highlight of the 21st anniversary party was Lord Rank's cutting of an enormous cake, the release of 500 pigeons carrying greetings, and the later release of 1,000 balloons.

# Oklahoma City, Tulsa Mapping Set By Video Circuit For Telemovies

OKLAHOMA CITY—Work was to begin in Oklahoma City and Tulsa last week to lay the groundwork for telemovies—motion pictures piped into homes by coaxial cable—Video Independent Theatres, Inc., announced.

Employees of Video were to begin mapping the two cities to determine location of cable for telemovie (TM) operation similar to that already started at Bartlesville, the first in the world.

The theatre circuit, working through its subsidiary, the Vumore Company, has obtained construction permits in Tulsa and Oklahoma City, as well as about 35 other cities in Oklahoma, Texas, and New Mexico. The mapping of streets and alleys is the first step toward installation of TM facilities.

Henry S. Griffing, Video president, emphasized that this is only a preliminary step, and the actual stringing of cable cannot begin immediately.

"What we will do in these cities and others will depend first of all on whether our test at Bartlesville is successful," he said. "We're confident it will be a success, but we probably won't know for several months. However, we are going ahead with the preliminaries in order to be ready to move quickly when the time comes."

Griffing said the mapping probably will take two or three weeks. After that, agreements must be worked out with Southwestern Bell and other local utilities for use of poles in stringing cable.

"We hope we can begin putting up our lines by next spring," he added.

At Bartlesville, 439 homes have been wired for TM and are receiving movies continuously from one p.m. to about midnight each day on two television channels not used for commercial TV. Subscribers pay $9.50 per month for about 30 pictures. Video officials are hoping to have at least 1,000 installations there by the end of the year.

"We're well pleased with the first reaction at Bartlesville," Griffing reported. "We know a lot of people in other cities are anxious to have this new entertainment facility in their homes. Video is anxious, too—more so than anyone else—to see telemovies spread into new areas as quickly as possible."

The mapping work consists of making layouts of locations for trunk cable, feeder lines to homes, amplifiers and other equipment used in the telemovie system. Each city's map is used as a guide for the actual construction job.

### October Films Set For Telemovies' Homes

Video Independent Theatres, Inc., last week announced a list of 30 pictures to be shown via telemovies in October at Bartlesville, Okla.

Thirteen of the films are first-run product, to be shown on Channel 3, and the other 17 will appear on Channel 5, with changes on the two channels staggered throughout the month.

The telemovie schedule for October:

Channel 3—"Trooper Hook," "Interlude," "Sweet Smell of Success," "Jet Pilot," "St. Joan," "3:10 to Yuma," "Man Afraid," "The Helen Morgan Story," "Joe Butterfly," "Black Patch," "Man of a Thousand Faces," "The Delicate Delinquent," "Slim Carter."

Channel 5—"Glory," "A Lion is in the Streets," "Johnny Guitar," "It Happens Every Thursday," "The Vanishing Prairie," "Lawless Breed," "Phffft," "The Eddie Cantor Story," "Ring of Fear," "Come Next Spring," "Blowing Wild," "The All American," "His Majesty O'Keefe," "Count Three and Pray," "Thunder Over the Plains," "All Ashore," "The Quiet Man."

## Sunday Movie Foes Map Carlisle, Pa., Campaign

**HARRISBURG—Members of the Citizens Committee to Resist Sunday Movies in Carlisle at a recent meeting in the First Presbyterian Church there, mapped plans for a campaign against legalizing Sunday films at the Nov. 5 election.**

**Evers Shank is chairman of the committee which consists of representatives of 17 civic and religious organizations. A tentative budget of $400 was fixed. Letters will be sent to churches and civic groups asking for contributions.**

**The committee decided on newspaper and radio advertising, posters, and possibly mailing of cards to all voters.**

## Montreal Tops UA Week

NEW YORK—United Artists' Montreal branch, managed by Sam Kunitzky, has won the first-place award in the UA Week booking drive, it was announced last week by William J. Heineman, vice-president in charge of distribution. Each member of the branch will receive three weeks' salary in prize money.

Second and third places in the sales competition have been won respectively by the Vancouver branch, headed by Harry Woolfe, and the Dallas exchange, managed by James Clemens. Vancouver personnel will be awarded two weeks' salary. One week's salary goes to members of the Dallas office.

UA Week rolled up a record seven-day total of 20,856 feature bookings. The figure topped by more than 3400 the 17,420 bookings played off during last year's drive.

## Hard Ticket Policy Launches Col.'s "Kwai"

NEW YORK—Sam Spiegel's production of "The Bridge on the River Kwai" will begin its first American engagement in December at the Palace, here, and the Egyptian, Los Angeles, on a roadshow, reserved seat basis. This was announced last week by A. Montague, Columbia vice-president in charge of distribution. He added that these engagements would probably consist of 10 shows a week. Montague said that the third domestic engagement will begin in Chicago shortly after New Year's and that a roadshow, hard ticket policy will prevail there also. Negotiations for a Chicago theatre still are being conducted.

The roadshow policy for these key cities was decided upon, said Montague, following a screening of the film here by Spiegel for Columbia's top executives.

Montague further stated that, in recognition of the changing conditions in distribution today, he will invite the top exhibitors of the United States to New York to view the film and to develop with Columbia, on an individual basis, the best format for the release of the film in each individual situation.

In making his announcement at a home office luncheon press conference, the Columbia distribution chief pointed out that the exhibitors today realize that the producers and distributors must be encouraged, by proper financial returns, to invest the substantial sums necessary to turn out extraordinary special attractions. It is this type of film, Montague stated, that is doing so much to maintain the theatres.

## "Les Girls" Gets Royal Nod

LONDON—MGM's "Les Girls" was selected last fortnight for the Royal Film Performance at the Odeon Cinema on Nov. 4 with Queen Elizabeth in attendance.

# "Jubilee" Nears Launching Stage; Governors, Mayors To Greet Celebs

HOLLYWOOD—It was announced last fortnight that "Hollywood's Golden Jubilee" celebration aimed at stimulating public excitement in motion pictures was fast nearing the kickoff stage.

The governors of 12 states and the mayors of 17 cities (exclusive of Washington, D. C.) will be visited by the Hollywood contingent of 15 to 20 film personalities on their flight east.

The plan calls for visits to San Francisco, Oct. 19; Portland, Oct. 21; Seattle, Oct. 22; Salt Lake City, Oct. 23; Denver, Oct. 24; Kansas City, Oct. 25; Milwaukee, Oct. 26; Minneapolis, Oct. 28; St. Paul, Oct. 29; Chicago, Oct. 30; Indianapolis, Oct. 31; Detroit, Nov. 1; Pittsburgh, Nov. 4; Washington, Nov. 5; Philadelphia, Nov. 6; Boston, Nov. 7; and New York, Nov. 7-8.

Exhibitor committees assisted by the field men of the national distribution companies are planning full programs of local events to reach radio, TV, the press and public.

### New York Officials Assure Full Cooperation

NEW YORK—Full cooperation of city officials was assured the Committee for the Celebration of the Hollywood Golden Jubilee following a session in the office of Commissioner Emma Alden Rothblatt of the Trade and Public Events Department. Commissioner Vincent J. O'Shea, William Percival, and Ronald Kramer, of the Department of Commerce and Public Events, were also present.

Details for a formal invitation reception with the Mayor in the Board of Estimate Offices; plans for the motorcade down to City Hall and returning to Times Square; and arrangements for the Times Square ceremonies Friday noon, Nov. 8, which involves some five city departments were discussed. Valuable suggestions were also offered by Commissioner Rothblatt in connection with the breakfast planned for women's organizations and the U. N. reception.

Representing the New York Celebration Committee at the above meetings were Martin Davis, chairman; Taylor Mills of MPAA; and Leo Morrell, coordinator for the New York Celebration Committee.

*The Trades are raving about...*

# HE MOST DARING WAR PICTURE OF THEM ALL!

"Explosive drama! Sturdy commercial prospects! Impressive piece of screen entertainment!"—*Film Daily*. "Packs emotional wallop! Customers will get far more than their money's worth!"—*Exhibitor*. "Topnotch performances!"—*Variety*. "Excellent! Dramatically impressive ... should result in good grosses!"—*M. P. Herald*. "Absorbing! Direction and performances give it high excitement!"—*Hollywood Reporter*. "Engrossing drama, impressively directed and acted! Superb performances by Widmark and Basehart!"—*Harrison's Reports*. "Powerful, intensely dramatic! Explosive!"—*Boxoffice*.

TARRING

**CHARD BASEHART**

LORES MICHAELS · JUNE LOCKHART · CARL BENTON REID

IN BALSAM · RIP TORN and KAIE DEEI · YALE WEXLER · ALAN DEXTER

lay by HENRY DENKER & RALPH BERKEY · Screenplay by HENRY DENKER

Produced by

MALDEN · RICHARD WIDMARK and WILLIAM REYNOLDS

HEATH PRODUCTIONS presents

**RICHARD WIDMARK**

in

# TIME LIMIT

THRU

**UA**

# NT Incentive Drive To Benefit Showmen

SOLVANG, CAL.—An estimated $50,000 in incentive prizes will be given to alert showmen of National Theatres who show a marked increase attendance at their theatres, Frank H. Ricketson, Jr., vice-president and general manager of theatre operations, announced at the circuit's convention here last fortnight.

Awards going to the top 50 managers include five all-expense paid trips to Hawaii for managers and their wives; $250 to the manager who does the best job of adapting or creating an attendance increasing idea; numerous other cash prizes; and special invitations to attend the world premiere of "Cinemiracle Adventure" to be held early in 1958. The drive concludes Christmas eve.

Workshop groups reporting at the convention touched on a variety of subjects.

In reporting on theatre ads, Fay Reeder, San Francisco, asked that ads should strive to carry honesty and sincerity as well as be more explanatory. Deplored were the "flamboyant and vulgar portrayal of sex" in movie advertising by some producers. Reeder said, "A large number of people resent such ads and this may account for the disappointing grosses on pictures 'over-selling' sex. However, believe us, we're still for sex in good taste." He also applauded the renewed drive started in some industry quarters to reduce the excessive billing now required in motion picture advertising for "vanity" purposes.

Other speakers were Lou Tavalara, Sacramento, on the progress being made toward removing city taxes from boxoffice admissions; Ernest Sturm, Los Angeles, who said increased admission prices on outstanding attractions during weekends is justified; Bob Apple, Berkeley, Cal., who pointed out the importance of special children's shows; and Fred Glass, Los Angeles, who told of the importance of parking, and methods of acquiring such facilities for patrons either through the rental or purchase of property, tieups with local merchants or discount parking fees.

John Denham, Salt Lake City, spoke on the importance of eliminating unnecessary waste and expenses; Rag Davis, Denver, on marginal houses; Charles Murray, Wichita, Kansas, on concessions; John Menardi, St. Louis, on theatre rentals during non-operating hours; Alan Bamossy, Great Falls, Mont., on giveaways; among many others.

Plans for the launching of "Cinemiracle Adventure" in four key cities were discussed by Russ Brown, Los Angeles; while Pete Lundgren spoke on film product.

## SW Buys Phila. Theatres

PHILADELPHIA—Stanley Warner Theatres were reported last week to have exercised an option to purchase the former Taylor and Zimmerman houses, the Keystone, Liberty, Orpheum and Fairmount, Philadelphia; and the Stanley, Chester, Pa., which were being operated on long term lease.

SW was paying $100,000 net rent yearly and had an option to buy at $1,600,000 but could be compelled to buy at $1,100,000 at any time. The latter course was followed.

The purchase was made at the request of Mrs. Zimmerman, widow of one of the owners, the Forrest Home, University of Pennsylvania, and Actors Fund of America, beneficiaries of the estate.

SW, it is said, paid $225,000 down with the balance on mortgage.

**Miiko Taka, Japanese leading lady in Warners' "Sayonara," and Jack L. Warner, WB president, are seen at the recent opening of Cinerama's "Search For Paradise," Warner, New York City.**

# $2 Million Ad Budget Ready For "Sayonara"

NEW YORK—An appropriation of more than two million dollars, representing the largest budget ever scheduled for the advertising and promotion of any Warners' release, is announced for "Sayonara," William Goetz production starring Marlon Brando, by Robert S. Taplinger, vice-president and director of advertising and public relations.

Advertising media to be utilized in preselling the Technirama-Technicolor production based on the James A. Michener best-selling novel will include newspapers, trade journals, national magazines, radio, television, and billboards, with the campaign to be executed by Gil Golden, national advertising manager.

The company also revealed plans for publicity and promotion including nationwide merchandising tieups and special events, under the supervision of Meyer M. Hutner, national publicity manager.

In addition to numerous national syndicate breaks emanating from Japan during the film's production on location, members of the cast have been plugging the picture via tv and radio appearances during the past few months. Red Buttons, one of the film's co-stars, participated in a series of television and radio shows following his return to New York from Japan. Ricardo Montalban, another of the film's co-stars, currently is engaged in a similar series of appearances.

National key city tours in behalf of the picture are scheduled for Buttons, as well as for Miiko Taka, who has the leading feminine role opposite Brando. Miss Taka will act as press representative for the production and will travel with a comprehensive publicity kit containing special feature stories and art work.

Two sets of eight elaborately costumed 14-inch high dolls, hand-made likenesses of leading characters in the film, which were made in Japan and presented to Goetz, will be sent on individual key city tours for television appearances and department store display throughout the country. One tour will emanate from the east, the other from the west coast.

A tieup involving more than 11,000 retail florists in the United States and Canada has been consummated with Roses, Inc., for the naming of a "Sayonara" Rose. This promotion, which entails the cooperation of retailers and growers affiliated with Roses, Inc., will take the form of window displays, theatre lobby exhibits and streamers, all plugging local playdates.

# AA 20th Anniversary Marked By Sales Push

NEW YORK—Allied Artists' "20th anniversary Drive" was inaugurated last week to commemorate the company's 20 years as a film producer and distributor and its more recent emergence as a supplier of top quality product to the exhibitors and public.

Morey R. Goldstein,, vice-president and general sales manager, said, "This drive is not a run-of-the-mill sales push. It's a salute to our company for 20 years of production geared to the public taste. It's a salute to our producers, directors and stars for a continuous flow of film product which can best be termed 'something for everyone.'

"We are also taking this opportunity to serve notice to the exhibitor that our company has a roster of major films in release, ready for distribution, and scheduled to go before the cameras, thus maintaining a major source of motion picture products."

The 20th Anniversary Drive, which will include Allied Artists' 37 exchanges in the U. S. and Canada, covers six months from Oct. 4 through April 4. It will encompass both new product and outstanding films already in release. Among the major pictures available to AA's sales staff are "The Hunchback of Notre Dame," in CinemaScope and color, starring Gina Lollobrigida and Anthony Quinn; "The Tall Stranger," in CinemaScope and color, with Joel McCrea and Virginia Mayo starred; "New Day at Sundown," a George Montgomery starrer also in CinemaScope and color; headline stories "Portland Expose" and "The Beast of Budapest"; "Dragoon Wells Massacre," CinemaScope and color western with Barry Sullivan, Mona Freeman, Dennis O'Keefe, and Katy Jurado; "The Oklahoman," also in CinemaScope and color, with Joel McCrea starred; and "Dino," Sal Mineo starrer.

## "Hunchback" Saturation Set

NEW YORK—Allied Artists will introduce saturation bookings to Canadian exhibitors, for the first time in that country's theatre history, with a 20 theatre premiere of Paris Film Production's "The Hunchback of Notre Dame," starring Gina Lollobrigida and Anthony Quinn, on Oct. 10th, Morey R. Goldstein, vice president and general sales manager of Allied Artists, announced last week.

"The Hunchback of Notre Dame" premiere has been set in the Montreal area, and will coincide with Canada's Thanksgiving holiday.

## Montgomery Heads AMPA

NEW YORK—The Associated Motion Picture Advertisers, Inc., at its 41st annual meeting last week in the Piccadilly Hotel, elected new officers, trustees, and board members for the year 1957-58.

Officers are Bob Montgomery, president; Merlin Lewis, vice-president; Marcia Sturn, secretary; Hans Barnstyn, treasurer; and Charles Alicoate, trustee. Elected to the board were David A. Bader, Martin Davis, Ray Gallagher, Paula Gould, and Blanche Livingston.

## Morse To Address Allied

WASHINGTON — Senator Wayne Morse, Democrat of Oregon, will be the principal speaker at the convention banquet of Allied States Association at Kiamesha Lake, N. Y., on Oct. 30, it was announced last week. Morse is a member of the Senate Select Committee on Small Business and is known as a champion of the small business man.

# Boston Plans Ready For Jubilee Welcome

BOSTON—The tentative program for the Jubilee Tour for this city has been set up by chairman Paul Levi, American Theatres, and his committee of press agents and publicists. The final activity on the busy schedule is the United Fund Dinner, at which the stars will appear. This special dinner is for the Advance Corporation Gifts Committee of the Red Feather activity, which will be attended by about 100 guests, all of whom are prominent here.

The Jubilee group will arrive at Logan Airport at 10 a.m. on Nov. 6 and will parade through downtown Boston in a cavalcade of cars, stopping at City Hall and at the State House, arriving at the Hotel Statler for the Mayor's luncheon. In mid-afternoon, there will be a celebration on the Boston Common, to be highly exploited for the public, followed by press and radio interviews in the Statler before the United Fund dinner.

Levi's committee comprises Joseph Mansfield, Floyd Fitzsimmons, Sam Richmond, Karl Fasick, Jack Saef, James J. King, Arnold Van Leer, Phil Engel, John Markle, Art Moger, and Bucky Harris.

## ALBANY

Jules Perlmutter, Perlmutter Theatres, and Irwin Ullman, Fabian Theatres, are playing prominent roles in a new project to provide free religious training at Temple Israel for children of poor Jewish parents. . . . Fred Haas, Fabian construction engineer, was here in connection with razing of the Grand, which is to be replaced by a parking lot. . . . Fabian officials expressed satisfaction with the financial and publicity results of the closed-circuit telecasting of the Robinson-Basilio fight in the Palace here and in Proctor's, Troy, N. Y., although neither house was sold out.

John W. Gardner has sold his Turnpike Drive-In, Westmere, N. Y., to Neil Hellman. Hellman will make various improvements to the situation, and has named William Barrington manager. Gardner will continue his partnership with A. O. LaFlamme in the Unadilla Drive-In, Unadilla, N. Y.

## ATLANTA

John H. Stembler, Georgia Theatre Company, has been elected president, American Cancer Society for Fulton County. . . . The Houston, Dothan, Ala., Martin Theatres unit, has been remodeled and is now equipped with CinemaScope. . . . The screen tower of the Tallassee Drive-In, Tallassee, Ala., recently burned and the situation was closed for repairs. . . . Nat Williams, Sr., Interstate Theatres, Thomasville, Ga., was a Film Row visitor, having fully recovered from a heart attack. . . . O. C. Lam, Lam Amusement Company president who was recently hospitalized, was a visitor also. . . . The WOMPI celebrated their fourth anniversary with a party in the Variety Club. President Betty Hook presided. . . . Ernest Cremer was appointed booker, Buena Vista. He was formerly with MGM and Universal.

## BOSTON

MGM's "Raintree County" is to have its third key city engagement in this city, starting Oct. 17 in the Astor. Publicist Floyd Fitzsimmons is devoting his full time to the promotion, assisted by Daisy Weichel who is concentrating on the group sales plans. The film will play a reserved-seat policy. . . . Irving Vuono, who came to the United Artists office from Philadelphia in July, has been sent to the Albany exchange to pinchhit in the sales department there. . . . A large number of New England exhibitors is expected to attend the National Allied convention at the Concord Hotel, Kiamesha Lake, N. Y., Oct. 28-30. . . . Louis Goldstein, manager, Ray Feeley's Milton Art, resigned.

Budd Rogers, New York, has been appointed producers' representative for the Patric Pictures feature "Walk Into Hell," it was announced by Joseph E. Levine, president. . . . Paul Anglim, former press agent, is working on the engagement of "Around The World In 80 Days" in the Elmwood, Providence, R. I., where it opens Oct. 10. . . . Headed by Ben Sack, owner, Saxon, and his general manager, Sam Richmond, a large Boston group will attend Michael Todd's anniversary party in New York on Oct. 17. . . . Paul Barker has resigned as manager, Grand, Ellsworth, Maine, for the Graphic circuit and is moving to North Carolina, where he will manage the Varsity, Chapel Hill. The Reverend Charles Perkins is now Grand manager.

**John B. Stembler, center, president, Georgia Theatre Company, Atlanta, was recently elected president of American Cancer Society's Fulton County unit; and is seen receiving the symbol from H. A. Maddox and H. W. Lay.**

NEW HAMPSHIRE NEWS—The Jax Jr., Littleton, was using big newspaper space to announce that it will close Nov. 1 "for an indefinite period." Ralph Morris, manager, Colonial, Laconia, collected $482.59 for the Jimmy Fund. . . . Because of complaints that shows were starting too early and not giving mothers enough time to clean up the dishes, the Plaza, Derry, changed its schedule from seven to 7:30.

## BUFFALO

Lou Levitch, Granada manager for the Schine circuit, North Buffalo, issued invitations for the suburban premiere of "Around The World In 80 Days," in Todd-AO, this week. . . . Ben Dargush, manager, Center, was married to Ellen Latrico. . . . Robert T. Murphy, Century managing director, was in Millard Fillmore Hospital following a heart attack suffered during the Robinson-Basilio fight telecast. . . . Arnold Febrey, former RKO staffer recently with United Artists as a salesman, was in General Hospital following a heart attack. . . . Art Rose, former Buena Vista branch manager, was another hospitalized with a heart attack.

## CHARLOTTE

The Palace, Kannapolis, N. C., operated by Towel City Theatres, Inc., reopened last fortnight after remodeling. The house was repainted throughout, new seats, screen, and curtain were installed, and a new concession stand was provided. . . . A wooden cross was burned in front of the Springs Road Drive-In, Hickory, N. C., during the showing of "Island In The Sun."

# Carolina Exhibitors Celebrate 45th Year

ASHEVILLE, N. C.—For the first time in many years, the theatre owners of North and South Carolina are holding their annual meeting away from the exchange city of Charlotte. This represents their 45th anniversary, having been organized in 1912, and the meeting will be held at the Grove Park resort hotel here. From advance registrations, a full house is assured. The program lineup was announced by Mrs. Lucille Price, executive secretary.

Registration will open on Sunday morning, Oct. 13, with luncheon at noon. Personnel from many North and South Carolina radio stations will be on hand to host the guests at a cocktail party which will be followed by a buffet, compliments of Standard Theatre Supply Company and Wil-Kin Theatre Supply, Inc. The late evening's entertainment is in the form of "Las Vegas" festivities, with prizes being donated by Carolina Delivery Service and Observer Transportation Company.

Monday morning's business session, "So You Wanna Make Something Out Of It?" will feature speakers with sales promotion ideas for the successful operation of theatres. Miss Phyllis Haeger of the promotion publicity department of the Popcorn Institute, Chicago, will speak on popcorn promotion; Wilson Franklin, regional sales manager of the Coca Cola Company, Atlanta, on the importance of soft drinks in the theatres; Wallace Martin, general manager of Radio Station WMSC, Columbia, S. C., on the value of Radio Advertising; Delmar Sherril, exploitation specialist of Statesville Theatre Corporation, Statesville, N. C., on advantageous exploitation of pictures; and R. J. Alander, The Charlotte Observer, Charlotte, N. C., on public relations. The entertainment highlight of the three day conclave for the men will be the golf tournament held on Monday afternoon at the Asheville Country Club. A theme of informality will be prevalent for Monday evening's entertainment, hosted by the Coca Cola Company.

Tuesday morning will find the registrants in another highly important business meeting, "What's Coming Up?" Exchange managers will present a resume of their company's forthcoming product, followed by a discussion of what may be expected from the national exhibitor organization by Ernest Stellings, president of TOA, and Herman Levy, general counsel of TOA. Delegates will then elect new officers and directors for the coming year.

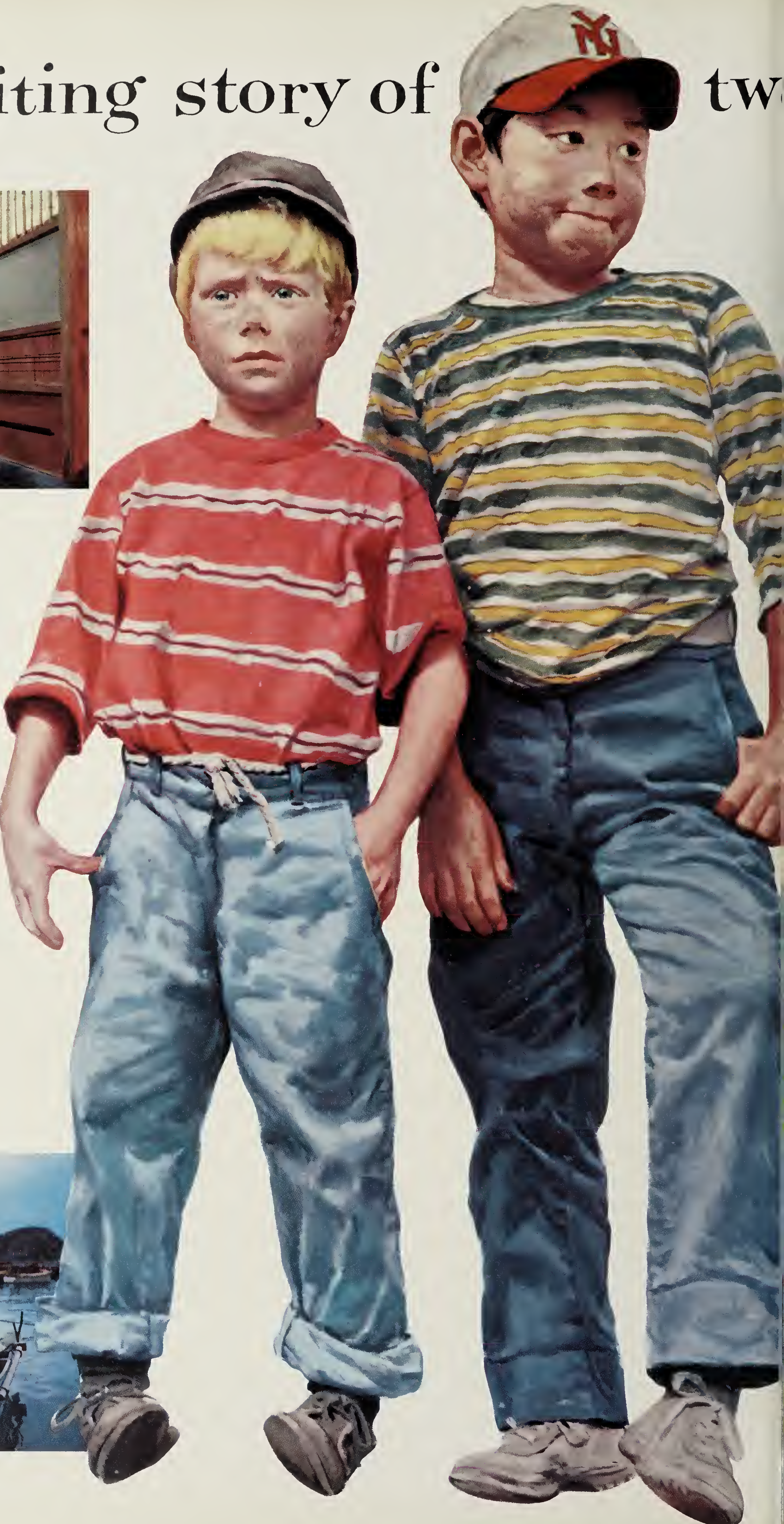
Following a social hour sponsored by Motion Picture Advertising Service, the outgoing president will fete all in attendance at a banquet at which Mitchell Wolfson of Wometco Theatres, Miami, Fla., will act as master of ceremonies. The three days activities will be brought to a close by a dance.

Special activities for the ladies have been planned which include tours of Biltmore House and Estate, Biltmore Industries, Mt. Mitchell, Cherokee Indian Village and Museum, as well as added attractions within the hotel.

Canada-Dry Ginger Ale, Carolina Novelty Company, Coca Cola Company, Dr. Pepper, and Orange Crush will have display booths in the hotel lobby for the entire convention at which will be demonstrated the latest in coin operated automatic dispensers intended for theatre use.

# The exciting story of tw

From the Geisha Houses
to the Forbidden Pagoda,
from hidden fishing
village to teeming
Tokyo alleys...
they dared the
dangers and shared
the thrills in a
wonderful, unforgettable
adventure!



# alf-pint Rascals in JAPAN!

# ESCAPADE in JAPAN

LMED ENTIRELY IN THE
ELDOM-SEEN CORNERS
OF THE REAL JAPAN!

FILMED IN TECHNIRAMA® · TECHNICOLOR®

Srring **TERESA WRIGHT · CAMERON MITCHELL**
Co-starring **JON PROVOST · ROGER NAKAGAWA**
With **PHILIP OBER · KUNIKO MIYAKE**

Produced and Directed by ARTHUR LUBIN
WILLIAM DOZIER in Charge of Production · Written by Associate Producer WINSTON MILLER
An RKO RADIO PICTURE · A UNIVERSAL-INTERNATIONAL RELEASE

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## *PRE-SELLING!*

A NATIONAL MAGAZINE AD CAMPAIGN TO REACH THE MORE THAN 76,000,000 READERS OF

**McCALL'S**
**REDBOOK**
**PARENTS'**
**HOLIDAY**
**FAMILY CIRCLE**
**WOMAN'S DAY**

The exciting story of two little runaways!

ESCAPADE IN JAPAN

TERESA WRIGHT · CAMERON MITCHELL

Just like a trip to Japan

Filmed entirely in its seldom-seen out-of-the-way corners.. the real Japan!

ESCAPADE IN JAPAN

TERESA WRIGHT CAMERON MITCHELL
JON PROVOST ROGER NAKAGAWA PHILIP OBER
KUNIKO MIYAKE

THEY HAD NOTHING IN COMMON BUT DIRTY FACES AND AN UNHOLY LOVE OF MISCHIEF!

ESCAPADE IN JAPAN

TERESA WRIGHT · CA

ESCAPADE IN JAPAN

TERESA WRIGHT
CAMERON MITCHELL

**ASK YOUR U-I BRANCH MANAGER ABOUT THE *SPECIAL SCREENINGS* IN YOUR AREA!**

# Sunday Entertainment Up For Referendum

FOREST CITY, N. C.—The Board of Aldermen has called an "all or nothing" referendum for Oct. 22 to determine whether the city is to continue to have Sunday movies, and municipally-operated swimming, golf, and tennis facilities on Sunday.

The referendum was called to settle a controversy that arose when J. W. Griffin, Jr., owner, Griffin, the town's only movie house, announced that he would begin operating on Sunday during non-church hours. The aldermen assembled in special session the next day and passed an ordinance prohibiting Sunday movies. Griffin went ahead with the announced showing despite the new ordinance and, when he appeared for trial, judgment in the case was continued.

Griffin later obtained 450 signatures, more than the required 25 per cent of the registered voters, on a petition requesting a public referendum, but never formally presented the ordinance inasmuch as the aldermen repealed the Sunday ordinance after it was pointed out that the town itself was operating Sunday recreational facilities.

The Forest City Ministerial Association then entered the picture and asked the board of aldermen to call a townwide referendum to settle the question of Sunday recreation.

## CHICAGO

Ralph Crubbs was preparing to reopen his Tone, St. Ann, Ill. . . . Mrs. John Dromey, wife of the Great States Theatres chief booker, was in a Waukegan, Ill., hospital with a serious illness. . . . Martin Moritz will reopen the Roanoke, Roanoke, Ill. . . . Will Rogers Memorial Hospital theatre collections reached $20,000, $5,000 more than last year, George Lefko, Warners branch manager, who headed the drive, reported. . . . Robert W. Foss, a projectionist, was preparing to reopen the Pantheon, Springfield, Ill. . . . William O'Connel, Stanley-Warner veteran theatre manager, is retiring to Ormond, Fla. . . . Loren Cluster is reopening the Lyric, Salem, Ill.

Local pioneer theatremen will be feted by Variety Club at the Chez Paree on a date to be set during the stage appearance of Jerry Lewis. Club members have pledged more than 50 reservations, for an anticipated total of 500. The pioneers will be seated on the stage, according to preliminary arrangements. . . . Condolences were being extended to Douglas Helgeson, managing director, Palace, on the passing of his mother, Mrs. Elizabeth Helgeson, 85. . . . Paul C. Thomas was named Y and W, Muncie, Ind., manager.

## CINCINNATI

Because Variety Club members had complained that notices of upcoming events were mailed too late, the entertainment committee sent out cards late in September announcing the annual New Year's Eve party in the Hotel Metropole clubrooms. Members were urged to "save the date." . . . Frank Collins, general manager, Chakeres Circuit, presided at an annual managers meeting in Springfield, Ohio. . . . Screen Classics has booked the reissue of "Noah's Ark" into a number of Columbus, Ohio, houses. . . . Robert Hatfield has reopened the Crescent, Minster, Ohio. . . . Her friends along Film Row are wishing success to Irene Sagel, former 20th-Fox office manager, who has opened a dress shop in nearby Hamilton, Ohio. . . . Sophie Braun, veteran States Film Service inspectress, retired.

**Sidney Harmon, producer, Security Pictures' "God's Little Acre," a forthcoming United Artists release, recently conferred with Tina Louise, signed to make her film debut in the film.**

COLUMBUS, OHIO, NEWS—Winners in the semi-finals of the Queen Isabella competition, to select a Columbus girl to reign at the 1957 Columbus Day celebration, were chosen in judging at Loew's Ohio. Winner receives a trophy from Frank Sinatra. . . . Franklin County Historical Society and the Ohio Historical Society have announced a fourth season of film classics; Film Council of Greater Columbus recently announced a series of 10 recent features for showing at Columbus Public Library. The list includes "The Scarlet Coat," "Desiree," "Edison the Man," "Helen of Troy," "The Virgin Queen," and "Command Decision."

## CLEVELAND

The Ohio, Loudenville, Ohio, has changed hands for the third time in three years. In 1954, George Planck sold the house to Irving Mumford, who now has leased it to Paul E. Turner. . . . Elmer N. DeWitt, for the past 10 years general manager, Valentine, Strand, and Defiance Drive-In, Defiance, Ohio, resigned to go into business for himself. He has purchased the interest of Peter and Charles Maller in the Wayne, Fort Wayne, Ind. . . . George Carmack is planning extensive remodeling of his Carma, Bluffton, Ohio. . . . Frank Slavik, who formerly operated half a dozen theatres in this area, has acquired a new drive-in under construction in Margate, Fla. His Ohio theatres included the Mumac, Middlefield; Palace, Tiltonsville; Diana, Rittman; Garrettsville, Garrettsville; Shane Drive-In, Andover; and Belvedere Drive-In, Painesville. . . . The State, Allen, and Hippodrome were sold out for the Robinson-Basilio closed circuit fight broadcast. It was the biggest turnout for any of the TV fights to date. In Youngstown, Ohio, advance sale money had to be refunded because of line difficulties due to the telephone strike.

## DALLAS

Walt Disney's "Perri" was to be given a preview showing to an invited audience in the Delman. . . . Miiko Taka, Marlon Brando's leading lady in "Sayonara," will arrive here in November on her personal appearance tour. Major George Fielding Eliot, authority on military and naval affairs, was to be in Dallas to promote the new Rank Organization film, "Pursuit of the Graf Spee." The picture has been booked for opening in the Majestic on Oct. 24. . . . A freak windstorm whipped through the Twin Hi Ways Drive-In resulting in heavy damage to the screen and concession stand. Robert M. Hartgrove is owner and Cecil B. Thedford is manager. . . . Jane Russell, Jack Carson, and Johnny Desmond arrived to appear in the second WAIF Charity Ball held in the Grand Ballroom of the Statler Hilton. . . . The Morgan, Fort Worth, Tex., has been completely revamped as a home for the legitimate Greater Fort Worth Community Theatre.

# Industry Execs To Aid Joint Charity Appeal

CHICAGO—Organization of committees in the theatre and amusements division of the 1957 Community Fund-Red Cross Joint Appeal have been completed, according to an announcement last week by Jack Kirsch, president, Allied Theatres of Illinois, this year's amusements division chairman. Dave Wallerstein, president, Balaban and Katz, will assist as co-chairman.

Industry executives who will serve as vice-chairmen include Elmer and Harry Balaban, H. and E. Balaban Corporation; Thomas J. Burke, president, Chicago Theatre Janitors' Union; James E. Coston, Coston Enterprises; Thomas Flannery, Whiteway Electric Sign and Maintenance Co.; Clarence A. Jalas, secretary and treasurer, Operators' Union, Local 110; Edwin Silverman, president, Essaness Theatres Corporation; Manuel Smerling, Confection Cabinet Corporation; and Arthur Schoenstadt, H. Schoenstadt and Sons Theatres.

This year, for the first time, the Community Fund of Chicago, with its 162 participating agencies, and the Chicago Chapter of the American Red Cross, for that portion of its budget which is raised in the city, have combined fund raising in one Joint Appeal. The city-wide fund raising goal for this Joint Appeal is $14,000,000.

A luncheon meeting of the amusements division was scheduled for this week in the Congress Hotel.

## DES MOINES

The New Ames, Ames, Ia., has reopened for its 36th season after being completely redecorated in a Swedish modern decor. . . . Warren Eddy, 46, owner, Garden, Sigourney, Ia., died at the Keokuk County hospital, where he had been a patient. His wife and two daughters survive. . . . Sid Petersen, Audubon, Ia., has leased the Exira, Exira, Ia., and opened the house for business.

## HOUSTON

George Lee Marks is the new owner and operator, Avalon Fine Arts. Harry McHaffie formerly was the owner. . . . The Wayside, operated by the Interstate Circuit as an art theatre for several months, will be converted into a picture house limited to adult entertainment, it was announced by Al Lever, Interstate city manager. The first picture under the new policy was to be "Bed of Grass." . . . The management of Loew's new Sharpstown Drive-In announced that a contest will be held to design a uniform for attendants. A rough sketch is all that is required, and colors may be designated by crayon or water colors, or even indicated by pencil. . . . Guy Price, manager, Airline Drive-In, was host to members of the Greater Houston United Theatre Association. . . . A group of Variety Club members went to Dallas to attend the annual Turtle Derby there. Mike Conti is handling the annual membership drive of the local group.

## JACKSONVILLE

Jerry Clenney, manager, Florida, Daytona Beach, Fla., announced that he was exhibiting a series of foreign films. . . . Hoyt Yar-

# FRANCHISE APPLICANTS!

The TELEMETER demonstration in New York City surpassed in interest and in results anything we had hoped for . . . particularly from *motion picture exhibitors* who indicated immediate interest in TELEMETER franchises.

To date we have received applications for TELEMETER franchises from nearly every part of the U.S. and Canada . . . and many, many more than we expected.

The unexpected large number of applications for franchises is the reason for this advertisement. If you are one of the exhibitors who has written in expressing interest in a TELEMETER franchise and you haven't received a reply . . . please be patient, we are processing the inquiries as rapidly as possible and you will be hearing from us shortly.

Also we wish to announce that the exhibition that was shown at the Savoy Plaza Hotel in New York City has been reassembled in Los Angeles so that anyone who may have missed the show there may see it at the International TELEMETER Corporation laboratories at 2000 Stoner Avenue in West Los Angeles. At the same time we announce the opening of an Eastern office in the Paramount Building, 1501 Broadway, New York 36, New York.

**INTERNATIONAL TELEMETER CORPORATION**

# Bingo Court Test Scheduled In Ohio

MIDDLETOWN, O.—A court test to determine whether bingo, when played for charitable purposes, does not violate state law is scheduled for today (Oct. 9) in Municipal Court. Judge J. T. Lamb continued a hearing until that time for Joseph Mulligan and Ed Hobbs, arrested on charges of gambling after police raided a bingo game at the Knights of Columbus hall here.

Maxwell Finkleman, attorney for the men, said he would ask for a declaratory judgment to define the state's gambling laws as not applying to bingo when it is played for charitable purposes. He said the game was sponsored by the K. of C. for charitable purposes, and there was no profit for the lodge.

"Under local or state law, no penalty is prescribed other than for a game for one's own personal gain or profit," said Finkleman. "Since there is no penalty prescribed, police have no right to arrest. If anybody thinks bingo for charitable purposes ought to be stopped, he should go to the Legislature."

City manager Charles Thompson has banned all bingo in Middletown since June. Attorneys said the Montgomery County Common Pleas Court ruled recently that bingo for charity was not gambling, but Thompson said there have been other contrary decisions.

## Three Exhibs Apply For Telemovie Permits

**HOUSTON—Three applications for permits to install cables for closed-circuit television systems have been filed with the City Public Service Director. Applicants include the Interstate Theatre Circuit, the Trail Drive-In, Inc., and the Bellaire Theatre.**

**The Trail Drive-In is seeking rights to operate a system in southwest Houston. Bellaire wants permission to put one in the southeast area. Interstate made no particular designation as to location for its system.**

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brough manager, Matanzas, St. Augustine, Fla., brought a group of friends to the southern premiere of "La Forza del Destino," in the local San Marco. . . . Jack Seifert, formerly of Texas, is a new booker on Thomas P. Tidwell's staff at 20th-Fox. . . . Gerdon Russell, former projectionist, Edgewood, now heads the Russell-Barton Film Company, local producers of news, industrial, and television films. . . . Opponents of a proposed motion picture censorship ordinance overflowed the City Council chamber last fortnight to voice their opposition, but councilmen decided to defer a public hearing on the bill until this week. . . . Carl Carter, supervisor, Ribault and Airbase Drive-Ins, has expanded into the drive-in restaurant field. . . . John Sutton's Vogue, Orlando, Fla., was closed temporarily for remodeling. . . . Elbert McCall is a new manager trainee, Florida State Theatres. Kids can now stay to see the regular Saturday afternoon show free when they attend morning matinees at Cecil Cohen's Murray Hill, J. L. Robinson's Arlington, and Samuel Newton's Dixie. . . . "Three Faces of Eve," 20th-Fox, had one of the biggest advance saturation advertising programs of the year in Jacksonville, Tampa, and Miami. . . . Fred Hull's MGM staff captured first place among the firm's southern exchanges in a summer booking drive.

MIAMI, FLA., NEWS—Ronald Failes is now manager, Surf, Miami Beach, Fla., transferring Traverse Hight to be assistant manager, Carib, Miami Beach, Fla. Russell Foster has been engaged as relief manager, Wometco's Fort Lauderdale theatres. John Myers is assistant, Gateway, Fort Lauderdale, Fla. . . . The Colony Cinema opened in Palm Beach, Fla. Formerly the Colony, it has been remodeled and is now being operated as an art theatre, with admission beginning at $1.00 and a section of reserved seats at $2.50. . . . Claughton Theatres held a private advance showing of "Naked in the Sun" for Mike Osceola, local Seminole Indian leader, and other members of the tribe, as guests. Filmed entirely in Florida, the picture is the story of Osceola, famed warrior chief, and ancestor of Mike Osceola. . . . Mrs. Lillian C. Claughton, owner, Claughton Theatres, received the "Woman of Achievement" trophy from the Florida Federation of Business and Professional Women's Clubs at a banquet climaxing the celebration of Business Women's Week.

## MEMPHIS

Local WOMPI will be hostesses to the fourth annual convention of WOMPI International in the Hotel Peabody, Oct. 11-13. Lois Evans, Film Transit, and Katherine Randle, United Artists, are cochairmen of the convention. Both are candidates for national office, Evans for president, and Randle for corresponding secretary. Margaret Irby, Paramount, local WOMPI chairman, states eleven chapters, represented by about 125 delegates, will be in Memphis. . . . Movie-of-the-Month, selected by the Better Films Council, is "God Is My Partner" for family audiences and "The Sun Also Rises" for adult audiences. . . . Ray Thome, who has been manager, Malco, for the past two years, is now at the Savar, Camden, N. J.

## MINNEAPOLIS

Ed Bones, a projectionist, purchased the Elroy, Elroy, Wis., from Jake Eskin. Eskin is liquidating his Wisconsin holdings and plans to retire and move to Arizona. . . . Burt Parsons, Springfield, Minn., has taken over management of the Eastman, St. Cloud, Minn., which he owns in partnership with his brother, Freeman Parsons, Sauk Centre, Minn. . . . Arlo Thompson sold his Mills, Lake Mills, Minn., to Cyrus Thompson. . . . Gerald Hilary is the new assistant manager, RKO Pan, replacing Allan Schwartz, who was called into the service. . . . B. D. Stoner, Paramount central division manager, was in for a sales meeting. . . . Carole Olson is the new booking stenographer, Paramount.

## Students, Civic Groups Propose Censorship, Midnight Show Ban

**CLEVELAND, TENN.—Protests have been made to the City Commission here with respect to the type of motion pictures being shown in local theatres and about the effect of the policy of certain theatre managers who run midnight shows.**

**Approximately 660 Bradley Central High School students joined church groups, civic clubs, and other organizations in filing the protest. The Commission instructed the city attorney to prepare an ordinance creating a censorship board and banning midnight shows.**

## NEW HAVEN

HARTFORD, CONN., NEWS—The first Connecticut theatre reopening in many months was slated by Roger Livingston, who resigned from the Hartford Theatre Circuit staff to lease the long-dark Glastonbury from Mrs. Frances Lampert, sister of Morris Keppner, partner, Burnside and Mansfield Drive-In Theatres. . . . Daniel DeBonee, stagehand, Allyn, has been named business agent, Local 84, IATSE, succeeding R. K. Lewis, who has retired. . . . George Kroher has been named manager, Alperins' Colonial, Southington, Conn., replacing Arthur Alperin, who has returned to Northeastern University. . . . William A. True, 80, former owner and operator, downtown Strand, died. . . . Joseph W. Faith, 58, owner, Carberry, Bristol, and other Connecticut theatres, died.

## NEW ORLEANS

Lois Ann Deckard, NTS stenographer, resigned. . . . Gradie Wilson, Jr., assumed ownership of the Gay, formerly the Nabor, Oberlin, La. Previous owner was John Harvey. . . . Bob Conrad closed the Bruce, Jennings,

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### STATEMENT OF OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

Required by the Act of Congress of Aug. 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946, of MOTION PICTURE EXHIBITOR, published weekly at Philadelphia, Pennsylvania, for October 1, 1957.

State of Pennsylvania, County of Philadelphia, ss.—Before me, a notary public in and for the state and county aforesaid, personally appeared Max Cades, who having been duly sworn according to law, deposes, and says that he is the business manager of MOTION PICTURE EXHIBITOR, and that the following is, to the best of his knowledge and belief, a true statement of ownership, management (and if a daily, weekly, semiweekly or triweekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the act of Aug. 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (Section 132.6, Postal Manual—1954), to wit:

1. That the names and addresses of the publisher, editor and business manager, are:

Publisher—Jay Emanuel, 246-48 N. Clarion Street, Philadelphia 7, Pa.
Editor—Albert Erlick, 246-48 N. Clarion Street, Philadelphia 7, Pa.
Managing Editor—None.
Business Manager—Max Cades, 246-48 N. Clarion Street, Philadelphia 7, Pa.

2. That the owners are:
Jay Emanual Publications, Inc.
Jay Emanuel, 246-48 N. Clarion Street, Philadelphia 7, Pa.
Paul J. Greenhalgh, 246-48 N. Clarion Street, Philadelphia 7, Pa.
Mildred Miller, Administratrix of the estate of Herbert M. Miller, 246-48 N. Clarion Street, Philadelphia 7, Pa.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of the total amount of bonds, mortgages, or other securities are: none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in the capacity other than that of a bona fide owner; and this affiant has no reason to believe that any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above is—9,064. (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

MAX CADES
Business Manager

Sworn to and subscribed before me this 23rd day of September, 1957.

(Seal) ALBERTA A. NEIMAN

(My commission expires Jan. 6, 1961)

# "Movies Vs. Video" Topic Of Film Group

MEMPHIS — "Movies Versus Television" was the topic of Mrs. Louis Muller, official of the First National Bank, who spoke to Memphis Better Films Council in the group's first fall meeting. She spoke of the telemovies test at Bartlesville, Okla., and its possible effect on movie houses.

"This test must be viewed with a more serious aspect than anything else ever tried. Telemovies just might be the sole remaining opportunity for the movie industry to recapture its audiences, and at home. And it is being sponsored by segments of the motion picture industry. The big question is, will the public go for it? If so, subscription home theatre is here to stay. To what extent will it change the industry? But it must be clearly understood this test is not indicative of future pattern unless it is a flop. Like blood tests to determine paternity cases do not prove the accused is the father, only that he is not," she stated.

The speaker has asked if it were possible to have coexistence between telemovies and theatres? It was her opinion that if telemovies came into mass acceptance, the movie house was doomed.

"Exhibition had a bitter taste of competing with old films on TV this spring and summer. Competition of unlimited new, free movies at home would mean extinction of the movie house as we know it. Movies would be made for the 21-inch screen. The trend would be toward cheap, volume production, fashioned after TV's own pattern of small scale, close-up, intimate entertainment with its limitations," she pointed out. "Producing for the 21-inch screen would be penny ante, as compared to a multi-million dollar movie industry. We will lose its great art and science. We will be giving this up for the comforts of bedroom slippers viewing. It is the young who are the movie patrons. They are young in heart, mind, and spirit. Isn't this a challenge to the older citizens? Doesn't the American woman want to dress-up, go places, and see things?"

Mrs. Muller urged those present to stimulate interest in movie attendance, stating that apathy, acceptance, and a shrug of the shoulder attitude could bring about an end of a vital part of our way of living and enjoyment.

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La. . . . Transway traffic manager Lawrence Lotz became the father of a girl.

## NEW YORK

Warners' "Sayonara" has been announced as the Christmas attraction at Radio City Music Hall . . . Berk and Krumgold, theatre realty specialists, announce the consummation of a long term lease on the 800-seat Valley, Spring Valley, N. Y., to a corporation headed by Howard Lesser, prominent Long Island exhibitor, from Samuel Kantor, Spring Valley, who has operated the theatre for the past five years. A complete rehabilitation of the theatre is contemplated . . . Steve Edwards, advertising and publicity manager, Rank Film Distributors of America, left for Jacksonville, Fla., to commence a two-week tour in connection with the Florida and other southern states premiere of "Pursuit Of The Graf Spee" and the personal appearance tour of April Olrich . . . Filmack Trailer Company has taken larger quarters at 630 Ninth Avenue.

## PHILADELPHIA

Atlantic City's Max Chasens won the 1957 club championship of the Linwood Country Club recently in a 36-hole final match. . . . Bill Hutcheons, National Theatre Supply branch manager, became a grandfather when his daughter, Mrs. Dean Brainerd, gave birth to a daughter. . . . Judy Garland's personal appearance in the SW Mastbaum was cancelled several days by her illness, necessitating refunds. . . . Abel and Silber Theatres' new Lawrence Park, in the newly constructed Lawrence Park Shopping Center, Broomall, Pa., section opens today (Oct. 9). . . . Milgram

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## Film Exchange and Dealer Listing for the

# MINNEAPOLIS FILM TERRITORY

**A CONTINUING SERVICE** • that will be re-edited and re-published at 8-month intervals

### • *Film Distributors*

**ALLIED ARTISTS, 1019 Currie Ave.—FEderal 6-8337**
Br. Mgr.: Irving Marks. Sls. Mgr.: Martin Braverman. Office Mgr. & Booker: Bill Donald. Sales: Frank Campo, Joe Hawk. Coshier: Irene Williams. Emerg. Phone: Donald, WAlnut 2-4391.

**BUENA VISTA (Disney), 72 Glenwood Ave.—FEderal 8-2070**
Sales: Avron Rosen. Emerg. Phone: Rosen, Liberty 5-9366.

**COLUMBIA, 1100 Currie Ave.—FEderal 3-6227**
Br. Mgr.: H. Chapman. Office Mgr.: Jack Hollischer. Sales: Bill Wood, Sid Lax, Irving Braverman, Roger Dietz. Bookers: Dick Kolling, Fred Finnegan, Marvin Maetzold. Cashier: Genevieve Donovan. Emerg. Phone: Hollischer, JAckson 1-0959.

**INDEPENDENT-REALART-LIPPERT (Don Swartz), 1109 Currie Ave.—FEderal 8-7013**
Booker and Cashier: Jeanette DuChene. Emerg. Phone: Swortz, MIdway 8-3676.

**METRO-GOLDWYN-MAYER, 1104 Currie Ave.—FEderal 2-2553**
Br. Mgr.: Sidney Eckmon. Asst. Br. Mgr.: Eph Rosen. Office Mgr.: J. Howell Owens. Sales: Mel E. Turner, Chorles R. Stoflet, LeRoy H. Smith. Bookers: Honnah Sundloff, William Burke, Don Dalrymple, Tom Lutz. Cashier: Ema Fenske. Field Exp.: Bob Favaro. Emerg. Phone: Owens, WAlnut 2-1454.

**PARAMOUNT, 1201 Currie Ave.—FEderal 3-0537**
Br. Mgr.: Jesse McBride. Sls. Mgr.: Forrest Myers. Sales: Ernest Lund, Joe Rosen, John Louis, Birger Ronning. Booking Mgr.: Bonnie Lynch. Bookers: Leslie Bird, Ann Wilder, Edward Sylvester. Cashier and Office Mgr.: Harold Schneider. Emerg. Phone: Lynch, KEllogg 7-3164.

**REPUBLIC, 1104 Currie Ave.—FEderal 2-8071**
Br. Mgr.: Joe Loeffler. Sales: Perry Smoot. Office Mgr. & Booker: Gen Kudzia. Cashier: Movis Sedio. Emerg. Phone: Kudzia, WAlnut 6-9751.

**20TH CENTURY-FOX, 1015 Currie Ave.—FEderal 3-2201**
Br. Mgr.: Jack Cohan. Office Mgr.: Jack Kelvie. Soles: Dean Lutz, Warren Branton, Don Halloran, Robert Levy, Harry Levy. Bookers: Ben Londer, Morrison Buell. Cashier: Josephine M. Menke. Emerg. Phone: Lander, TAylor 4-4446. *(Mid-West Dist. Mgr. in residence: M. A. Levy & Asst. to Mid-West Dist. Mgr. in residence: Harold Lundquist)*

**UNITED ARTISTS, 1101 Currie Ave.—FEderal 3-7276**
Br. Mgr.: Herbert Buschman. Office Mgr.: John O'Rourke. Soles: Eddie Stoller, Russ McCarthy, Earl Wilson. Bookers: John O'Rourke, Joe Behan. Cashier: Emmy Lundquist. Emerg. Phone: Buschman, TAylor 5-6925.

**UNIVERSAL-INTERNATIONAL, 1113 Currie Ave.—FEderal 3-5334**
Br. Mgr.: LeRoy Miller. Sls. Mgr.: Kenny Adams. Office Mgr.: Al Stern. Sales: Howie Greenstein, Bob Helmerson, Chet LeVoir, Chuck Bliss. Bookers: Glenn Wood, Kenny Bergman, Lee Campbell, John MacPherson. Cashier: Florence Harris. Emerg. Phone: Wood, JAckson 2-8532.

**WARNER BROS., 1000 Currie Ave.—FEderal 3-3281**
Br. Mgr.: Art Anderson. Asst. Br. Mgr.: Mike Adcock. Office Mgr.: Bob Bronton. Sales: Ernie Hill, Don Urquhart. Bookers: Gertrude Guimont, Maxine Murphy, Bill Westerman. Cashier: Alice Kuhlman. Emerg. Phone Adcock, GReenwood 7-2812.

### • *Supply Dealers*

**AVED THEATRE SERVICE, Lumber Exch., 5th & Hennepin—FEderal 6-2122. Emerg.: TAylor 3-6617.**

**FROSCH THEATRE SUPPLY, 1111 Currie Ave.—FEderal 5-1166. Emerg. Phone: JUniper 8-7889.**

**MINNEAPOLIS THEATRE SUPPLY, 75 Glenwood Ave.—FEderal 5-3306. Emerg. Phone: SUnset 4-7575.**

**NATIONAL THEATRE SUPPLY, 56 Glenwood Ave.—FEderal 2-8273. Emerg. Phone: WAlnut 2-4127.**

### • *Screen Trailers*

**NATIONAL SCREEN SERVICE, 1105 Currie Ave.—FEderal 3-5571**
Br. Mgr.: J. W. MacFarland. Office Mgr.: Esther Turner. Sales: Gil Broaten. Bookers: Alice Ingalls, Alice Kenealey, Irene Mallinson. Cashier: Irene Fraser. Emerg. Phone: MacFarlond, WAlnut 6-6135.

### • *Signs, Advertising and Printing*

**AD ART ADVERTISING, 121 N. 7th St.—FEderal 8-5681**

**NATIONAL SCREEN SERVICE, 1105 Currie Ave.—FEderal 3-5571**

**SILK SCREEN STUDIOS, 712 Ontario Ave., W.—FEderal 6-3103**

**THEATRE SIGN & DISPLAY SERVICE, 74 Glenwood Ave.—FEderal 5-2605**

### • *Film Delivery Service*

**FILM TRANSFER CO., 78 Glenwood Ave.—FEderal 6-3505. Emerg. Phone: GReenwood 4-8649**

### • *Service Companies*

**ALTEC SERVICE CO., 2945 Bloomington Ave.—PArkway 2-6565**

**NORTHWEST SOUND SERVICE, INC., 73 Glenwood Ave.—FEderal 5-0194**

**A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR**

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**NEXT!**

***Cleveland Territory***
Issue of October 16

***Detroit Territory***
Issue of October 23

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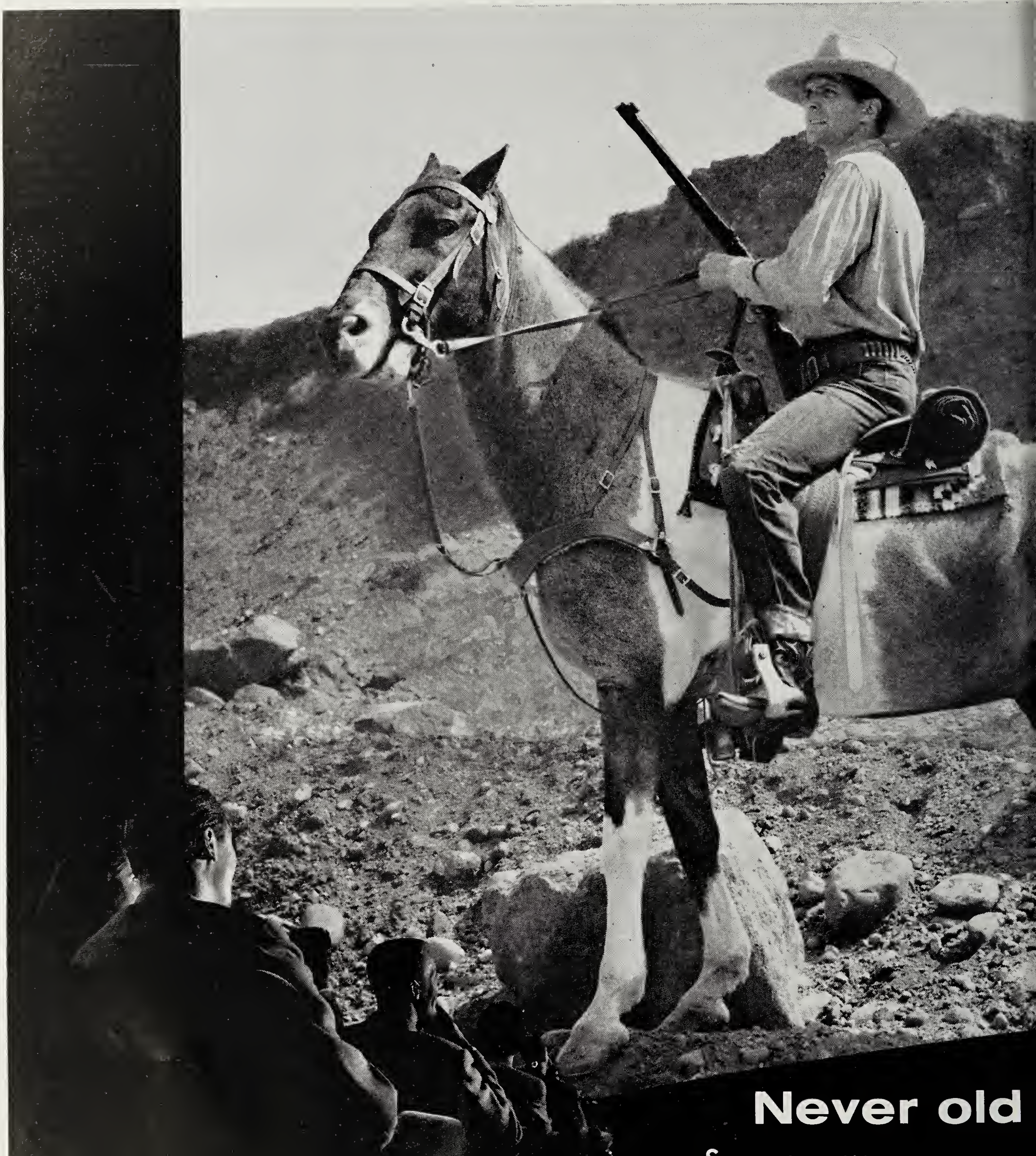

# Never old

Stories of the Old West grow more popular than ever. New technics in production, processing and projection permit effects unheard of a few years ago. Many have been developed; others are in the process of being developed—

always new ...on the wide, wide screen

through close co-operation with the Eastman Technical Service for Motion Picture Film. Offices at strategic centers.

Motion Picture Film Department
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Rochester 4, N. Y.

***East Coast Division***
342 Madison Avenue, New York 17, N. Y.
***Midwest Division***
130 East Randolph Drive, Chicago 1, Illinois
***West Coast Division***
6706 Santa Monica Blvd., Hollywood 38, Calif.

## Fraud Suits Dismissed By Federal Judge

MINNEAPOLIS—Separate conspiracy suits brought in 1951 by seven major distributors against Sheldon Grengs, Eau Claire, Wis., exhibitor, were dismissed in Federal Court, western Wisconsin division.

Ruling against the fraud actions was Federal Judge Patrick E. Stone, who concurred with Samuel P. Halpern and Louis P. Schwartz, Minneapolis, attorneys for the defendant, that punitive damages in each separate case failed to show more than $3,000 damages, the minimum amount required to show punitive damages.

Judge Stone also agreed with the attorneys' contention that no single film company had a possible claim for damages in the suits because the damages were not reversible "and therefore not a sufficient amount to constitute punitive damages."

## Two Of Four Theatres In La. Town Close

**OPELOUSAS, LA.—This city, with a population of 12,000, located in the rich yam growing and canning section of the state, since Sept. 1 has been left with two of the four theatres which have operated here without interruption during the past few years.**

**The first theatre to close was the Midway Drive-In, which E. R. Sellers, who operates the Yam Drive-In, purchased from A. J. and Bernie Rosenthal. The second within a week to close was the indoor Rose, property of Rose Theatres, Inc., Harold Comeau, president and manager. It was an affiliate of Southern Amusement Company. The other theatre, the indoor Delta, together with the Yam Drive-In, continues to operate.**

## Sinking Spring Wins Vote On Sunday Law

READING, PA.—The long legal war against the Sinking Spring Drive-In, constructed in 1955 at a cost of more than $400,000 and the scene of the manager's arrest every Sunday for two years for illegal operation, appears to be ending.

A delegation of citizens from South Heidelberg Township, which receives substantial tax income from the big theatre, who favor Sunday movies and oppose the weekly arrests, visited the Berks County Commissioners' Board at its weekly meeting with a petition for placing the Sunday showing issue on the Nov. 5 ballot. "We've waited a long time for this," said John E. Ruth, attorney, for the many petitioners, apparently referring to the year and a half during which, on one set of objections or another, a special election was refused the theatre company and the residents.

Of the $3,050 in fines paid by the theatre, as of Sept. 1, $2,400 was paid to the treasury of Berks County, and $450 to the state, which the county will recover eventually.

Buying and Booking Service is now handling the Fulton, Lancaster, Pa., which reopened on an art policy after being remodeled and refurbished. . . . Romeo Cella, 61, president, Musicians' Union, Local 77, died.

READING, PA., NEWS — Berks County Commissioners have approved a petition of Lower Heidelberg Township residents asking for an election on Nov. 5 on a proposal to legalize Sunday motion picture shows there. . . . Manager Emanuel Rosenberg, Park, staged a heavy newspaper advertising campaign for "That Night." . . . The Park, through manager Rosenberg, was the first to advertise and screen the Robinson-Basilio match. . . . John Cameron, manager, American Legion house in nearby Ephrata, signed a five-year contract to manage the Guthsville Hotel playhouse.

### PORTLAND

Fine Arts Guild, Inc., headed by Jim and Sam Selvidge and William Dwyer, leased the 26th Avenue from Glenn E. Himmell. The firm specializes in foreign product. . . . Martin Foster, San Francisco, was in working on product for the Guild. . . . Allan Weider, MGM; Willard Coglan, Warners; and Earl Keate, United Artists, also were here working on product. . . . The Liberty had a three-quarter house for the closed-circuit television screening of the Robinson-Basilio fight.

### ST. LOUIS

John A. Siepker, 72, president and general manager, Ozark, Webster Groves, Mo., died following a stroke. . . . The closed-circuit telecast of the Robinson-Basilio fight failed to draw full houses to Loew's Orpheum or State here, or the Publix Great States Majestic, East St. Louis, Ill. The Loew's houses averaged less than 50 per cent capacity, while the Majestic was filled to about 55 per cent capacity. . . . The Baden and the Bremen, both in North St. Louis, have gone to weekend operation. . . . MITO officers and directors were to meet here this week. . . . Carole White, MGM secretary, resigned.

### SAN ANTONIO

George Kaczmar is staying on as manager, Teatro Empire. Arnulfo Arias is assistant booker at the Azteca exchange, and is assistant manager, Empire, as well as part time publicist. The Empire was taken over by Azteca as a showcase for Spanish language films. . . . Jewel Truex, manager, Azteca exchange, was in the Santa Rosa Hospital with pneumonia. . . . Floyd E. Barton, longtime manager, Brauntex, New Braunfels, Tex., has added the management of the Capitol. He announced that a general remodeling program would be started in the Capitol. . . . Louis Matulda is remodeling the old Opera House, a theatrical landmark at Halletsville, Tex. . . .

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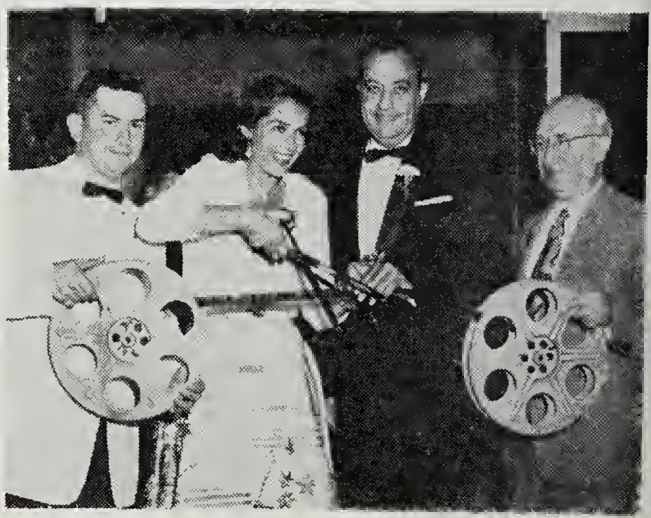


**A preview of United Artists' "Time Limit" was the occasion for the recent opening of the new Levittown, Levittown, Long Island. The celluloid tape-cutting ceremony included manager Ralph Donnelly; mistress of ceremonies Jinx Falkenberg; Judge Paul J. Widelitz; and theatre owner Samuel Baker. Proceeds of the benefit performance went to the Levittown Veterans Council.**

# Art House Playoff Plan Set In Phila.

PHILADELPHIA — Eddie Gabriel, Capital Film Exchange, and Philip Levine, Union Films, New York, jointly announced last fortnight plans for a local "Foreign Film Festival" of six weeks duration starting Oct. 29.

Ten area theatres were said to be signed up for the multiple second-run booking plan aimed to give the product a fast territorial playoff and save on prints, which will then be moved to other exchange areas for the carrying out of similar plans. These houses are the Castor, Broad, Spruce, and Hill, Philadelphia; Grand, Norristown, Pa.; Harrison, West Chester, Pa.; Manor, Norwood, Pa.; Bryn Mawr, Bryn Mawr, Pa.; Stanley Warner Hiway, Jenkintown, Pa.; and Ritz, Oaklyn, N. J.

The pictures comprising the first group are "Fernandel, The Dressmaker," "The Magnificent Seven," "Passionate Summer," "Julietta," "The Last Bridge," and one other.

The plan calls for the distributor to supply one picture a week to be used at a minimum of three days or a maximum of seven days. After six weeks are completed an interim of six weeks will lapse before the next group of six pictures will be made available. No picture may be held longer than the seven days, but it can be repeated within a six month period should the grosses in the initial booking show that it will be worthwhile. The festival of six pictures is to have a six weeks lapse and is to be repeated four times a year at the option of Union and Capital Films, with 24 pictures to be the maximum supplied.

Union announced it will spend over $5,000 on newspaper, advertising, publicity, radio and television spot announcements, interviews with newspaper critics and columnists, disc jockeys, and other personalities. A publicity man will be assigned to handle the area setups.

Gabriel is the liaison between Union Films and the theatres and is handling bookings and physical distribution for Union.

A group of 16 film classics of the United States and foreign countries will be presented for University of Texas students at Austin, Tex., and staff members by the University film program committee during 1957-58.

# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "the A MAN Corner." Add your name and address. Names and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**MANAGER,** Conventional and Drive-In, experience, ad man and film buyer. Presently employed first run operation. Desire better opportunity Philadelphia, Baltimore, Washington area. **BOX A925, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**EXPERIENCED MANAGER,** conventional and drive-in, age 39, family man, honest, highest integrity, advertising and exploitation citation winner. Seeking permanent position, now employed. Welcome all inquiries. **BOX B925, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**YOUNG MAN,** late twenties, five years theatre management experience. New York City resident. What have you to offer me? Can make small investment if necessary. **BOX C925, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGER** wanted for conventional theatre in New Jersey; permanent; top salary; real opportunity for aggressive man; many benefits including retirement plan; group insurance; and hospitalization. **Apply WALTER READE THEATRES, Mayfair House, Deal Road, Oakhurst, New Jersey or call KEllogg 1-1600.** (925)

**PROJECTIONIST AVAILABLE,** 5 years experience. Single, reliable, sober, good references. **RICHARD F. NELSON, 2328 Winchester Ave., Ashland, Ky., Phone: East 4-3340.** (102)

**MAN,** late thirties, now employed. 5 years theatre management plus 3 years part-time projectionist. Wife cashier 5 years. Will relocate anywhere in Philadelphia and surrounding areas. **BOX A109, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGER,** Conventional. Years of experience booking, buying, etc. Many years circuit experience. Presently employed; available two weeks' notice. Desires better opportunity. Philadelphia preferred. Excellent references. **BOX B109, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**WANTED:** Managers and assistants for prominent New England drive-in circuit. Top year-round salaries. Personal interviews necessary. Replies strictly confidential. **Call or write for appointment to: MRS FRANCES HARDING, 22 Church St., Boston, Mass., HU 2-1636.** (109)

*Address all correspondence to—* **The A-MAN Corner** **Motion Picture Exhibitor**
**246 North Clarion St., Phila. 7, Pa.**

## Discrimination Charged On Theatre-TV Fight

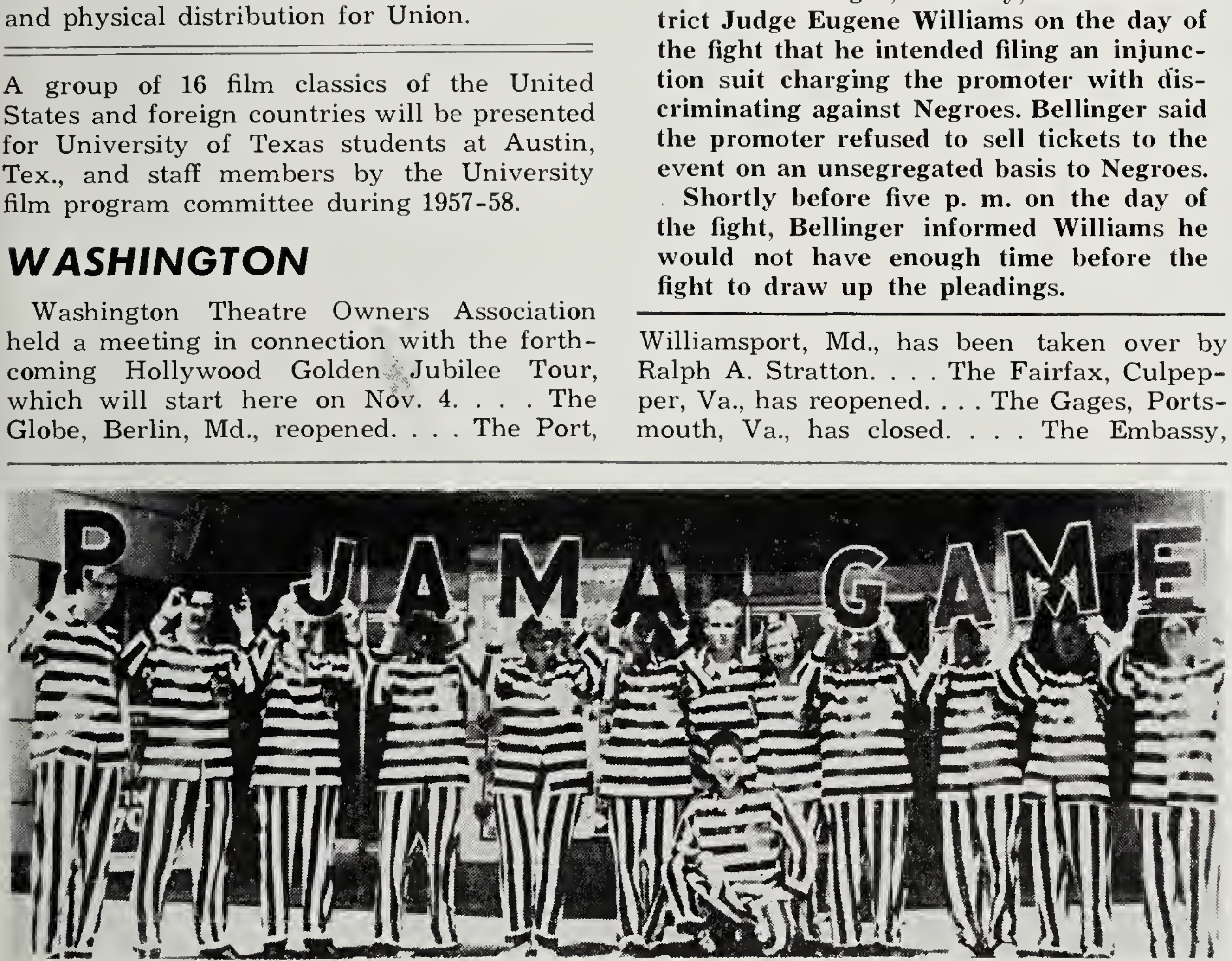
**SAN ANTONIO—Only lack of time prevented an injunction suit being filed against the promoter who staged the closed-circuit TV Robinson-Basilio fight program at the Municipal Auditorium.**

**H. M. Bellinger, attorney, notified District Judge Eugene Williams on the day of the fight that he intended filing an injunction suit charging the promoter with discriminating against Negroes. Bellinger said the promoter refused to sell tickets to the event on an unsegregated basis to Negroes.**

**Shortly before five p. m. on the day of the fight, Bellinger informed Williams he would not have enough time before the fight to draw up the pleadings.**

## *WASHINGTON*

Washington Theatre Owners Association held a meeting in connection with the forthcoming Hollywood Golden Jubilee Tour, which will start here on Nov. 4. . . . The Globe, Berlin, Md., reopened. . . . The Port, Williamsport, Md., has been taken over by Ralph A. Stratton. . . . The Fairfax, Culpepper, Va., has reopened. . . . The Gages, Portsmouth, Va., has closed. . . . The Embassy, Cumberland, Md., has closed. . . . The New Cumberland Drive-In, Churchill, Md., closed. . . . In Hagerstown, Md., State Police apprehended a 13-year-old boy who said he was tossed out of a drive-in after sneaking in without a ticket so he threw rocks through all the windows in the projection building, snack bar and ticket booth; broke the lights in the drive-way; and smashed a big sign.



**The entire staff of the Strand, Wildwood, N. J., recently dressed in Weldon pajamas in unique bally for the engagement of Warners' "The Pajama Game." Group paraded on the boardwalk, beach, and city streets before opening time of theatre, with appropriately bannered signs.**

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## Ageing Anti-Trust Case Returns For Fourth Bow

SALT LAKE CITY—A jury trial of the anti-trust action of the Village Theatre, Inc., against Paramount and other defendants will open Oct. 28 in the U. S. District Court here, making its fourth appearance in that jurisdiction, before Judge A. Sherman Christenson.

Two complaints by plaintiff charge Paramount, American Broadcasting-Paramount Theatres, and Intermountain Theatres with "arbitrarily, unfairly, and wrongfully fixing the run selection and clearance of motion pictures in favor of other theatres" than the plaintiff's former Villa, and with refusing to grant plaintiff first run. Damages of $1,950,000 are sought.

A jury ruled in favor of Village in its first Federal Court suit, but a new trial was granted by the Tenth Circuit Court of Appeals. Two subsequent trials resulted in hung juries.

## Columnist Declares War On No-Color Pix

SAN ANTONIO—Juke Trussell, columnist and film reviewer, Kingsville Record, Kingsville, Tex., is conducting a one-man campaign of crusade proportions for the all-out use of color in all motion pictures produced for theatrical release.

According to Trussell, prospective patrons will turn away from the boxoffice if they discover a picture is in black and white. Others will call the theatre in advance to ask if a picture is in color and will "hang up in disgust when informed it isn't."

In reviewing pictures for his newspaper, Trussell chides the producers of black and white films, and points up those made in color. Trussell says that "it's the most miserable waste of a progressive technique in the entire history of the entertainment arts" to film pictures in black and white in CinemaScope.

THESE JETS WITH JET PILOTS
JET PILOT MONTH
JET PILOT

Miss Judy Jones, "Miss Philadelphia Press Photographer of 1957," was recently chosen Miss "Jet Pilot" by jet pilots and crew of the 11th Defense Wing Pennsylvania Air National Guard at the International Airport in a promotion for the opening of U-I's "Jet Pilot," SW Stanley, Philadelphia. She is seen looking over a dummy copy of the new Philadelphia Sunday News.

## In This Issue:

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The Metro Drive-In, Rome *Page PE-6*

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Popcorn Fall Festival *Page PE-10*

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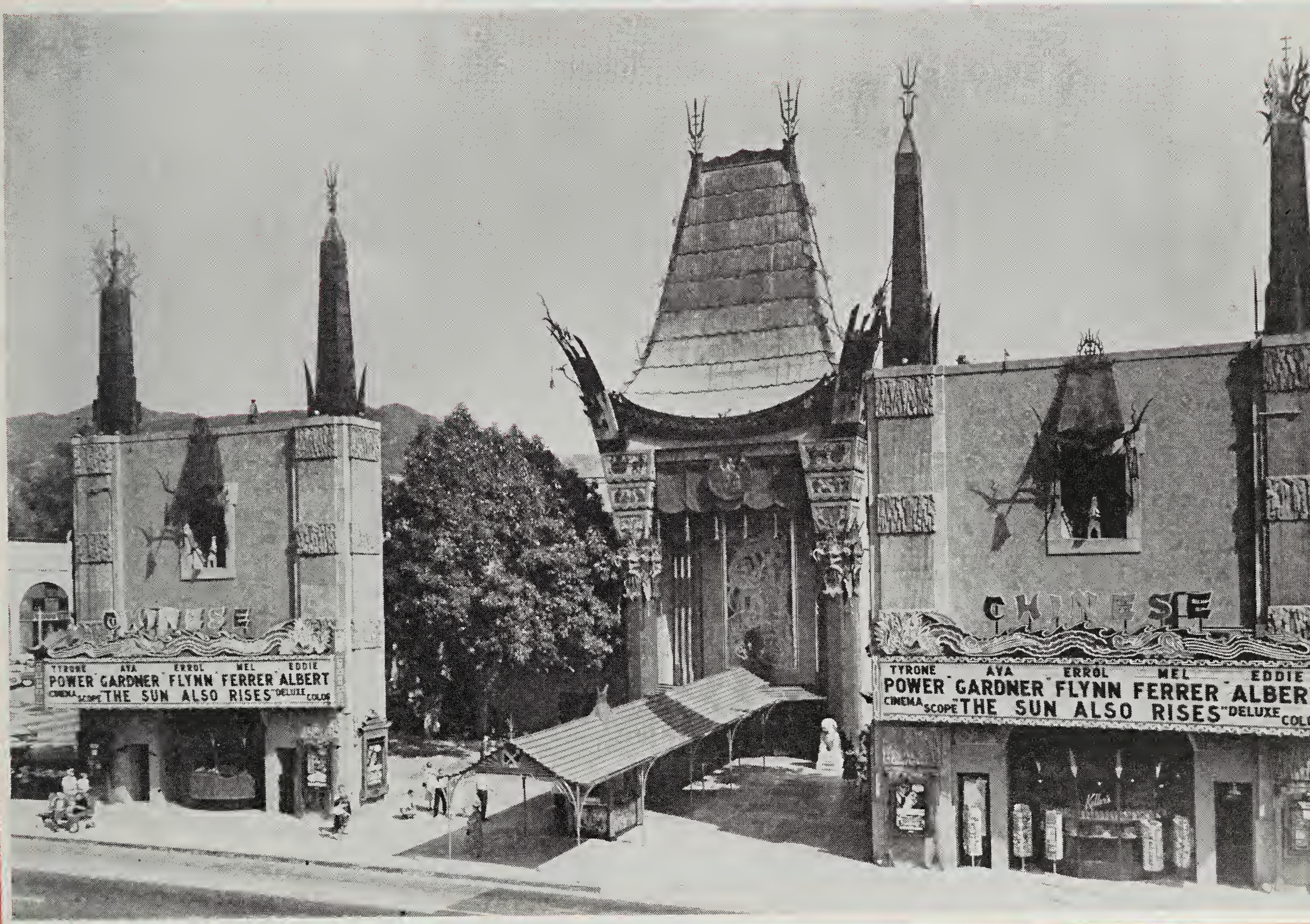
# PHYSICAL THEATRE

•

# EXTRA PROFITS

**BILL HADDOCK, *Editor***

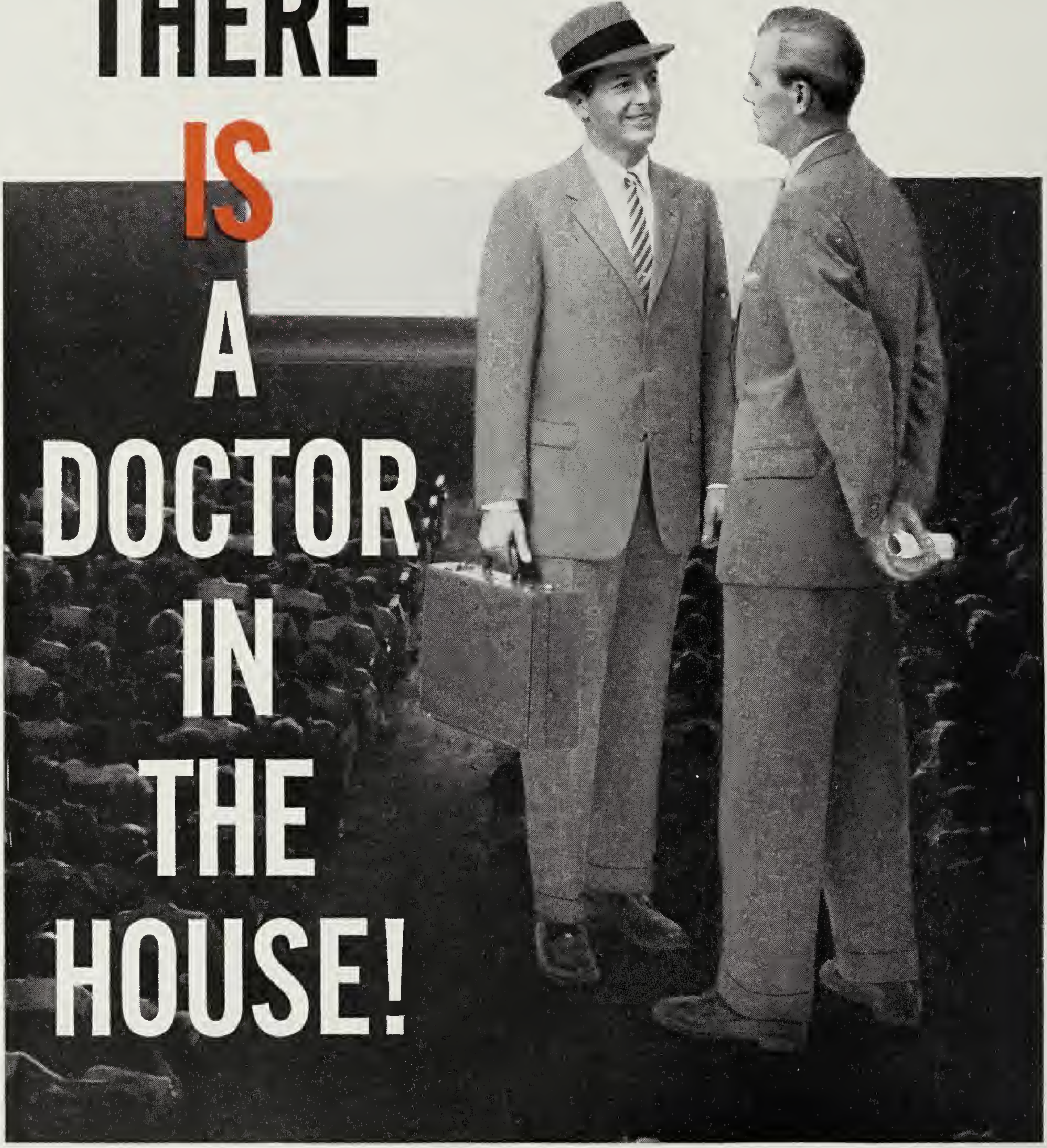

CHINESE
TYRONE POWER AVA GARDNER ERROL FLYNN MEL FERRER EDDIE ALBERT
CINEMASCOPE THE SUN ALSO RISES DELUXE COLOR
CHINESE
TYRONE POWER AVA GARDNER ERROL FLYNN MEL FERRER EDDIE ALBER
CINEMASCOPE THE SUN ALSO RISES DELUXE COL

**Fox West Coast Theatres recently revamped the entire facade of Grauman's Chinese Theatre, Hollywood, at a cost of $28,000, installing twin marquees on both sides. Exhibitors across the country are busy reconditioning theatres as the fall season commences.**

**Volume 12** **Number 11**
**October 9, 1957**

*An every-fourth-week combined department devoted to the physical structure of the drive-in and conventional theatre, its design, equipment and furnishings, with a special section devoted to theatre concession operations and management.*

# THERE IS A DOCTOR IN THE HOUSE!



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## LAYING IT On The Line

# A Third Dimension?

Ten years ago, the drive-in was the stepchild of exhibition, and there were those in the industry who predicted the "fad" would pass, like all fads. In the interim, however, the oracles of woe have been obliged to retract their misreading of the crystal ball as the drive-in has grown into a major enterprise for exhibitor, distributor, and concessionaire alike. If the startling growth of the outdoor medium in this country were not enough to put it on a par with conventional exhibition, then its acceptance in foreign countries would be the clinching factor.

In past issues of PHYSICAL THEATRE, the solid entrenchment of the drive-in in such places as Australia has been reviewed. Now, in one of the cradles of civilization, this peculiarly American institution has appeared and been welcomed. Less than 10 miles from the center of Rome, The Eternal City, Loew's recently unveiled Europe's first drive-in which, although it does not represent startling innovations, should be of special interest to exhibitors as positive proof that the second phase of exhibition is entrenched and peacefully co-existent with the original.

But, **are** there but two phases of exhibition? Last fortnight, Henry S. Griffing, president of Video Independent Theatres, which currently is conducting the Bartlesville cable theatre, or "telemovie" test, was careful to emphasize that he views the closed-circuit home movies as a third essential facet of exhibition and that, in the case of his extensive circuit, at least, the telemovies are an investment in survival.

The important point is this: the cable medium, in its initial phase, in any case, is being operated by theatremen as an adjunct to the theatre, and is viewed by Griffing as an extension of service, not one which will put theatres and drive-ins out of business. Telemovies are a natural development in the growth of exhibition, one to which many exhibitors may adjust only painfully but, as long as they are theatre-operated, they are a third medium with which the first two **can** learn to live. In the final analysis, is it not possible, as distributors gradually agree to supply films to telemovies, a hungry medium, that the result will be more product for all, more prosperity for the whole industry?

Needless to say, it is impossible to predict the eventual outcome of the telemovies experiment in developing and gaining public acceptance of still another phase of exhibition. Will the next ten years establish a third profitable theatre dimension? While the answer pends, the exhibitor owes it to himself to remain competitive, by any means available to him.

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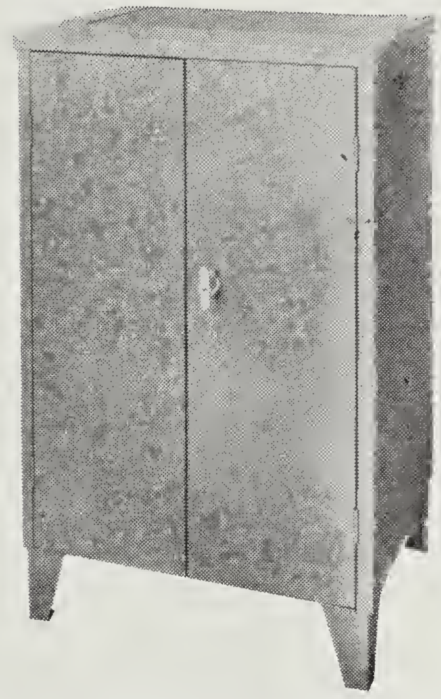

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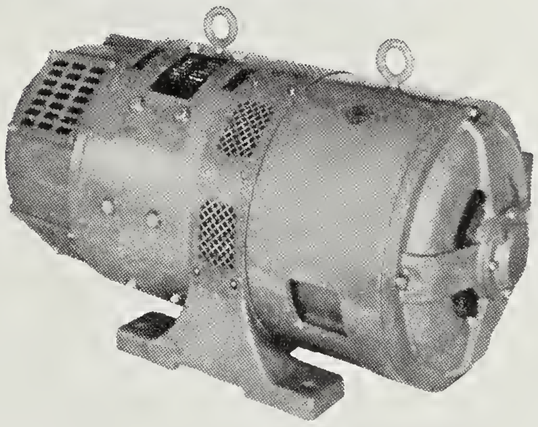

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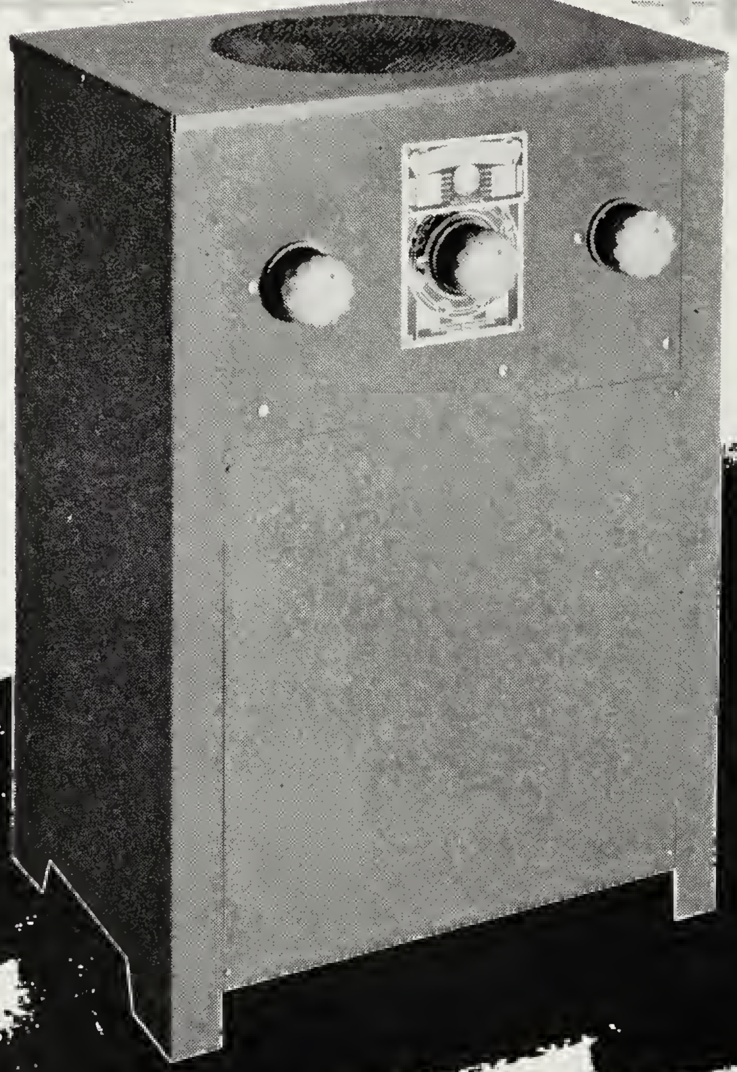

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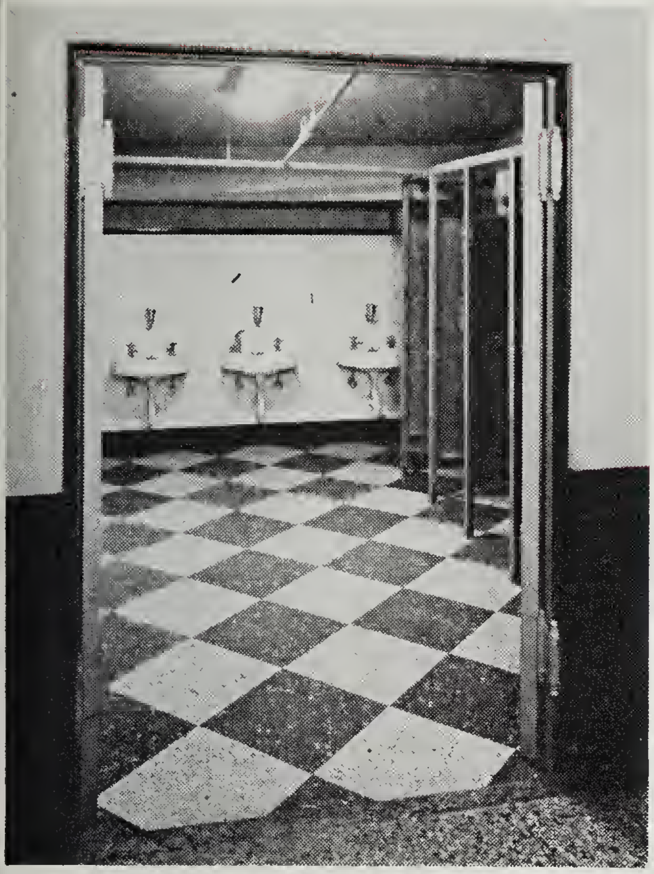
# Boston Theatre Is RE-Modernized



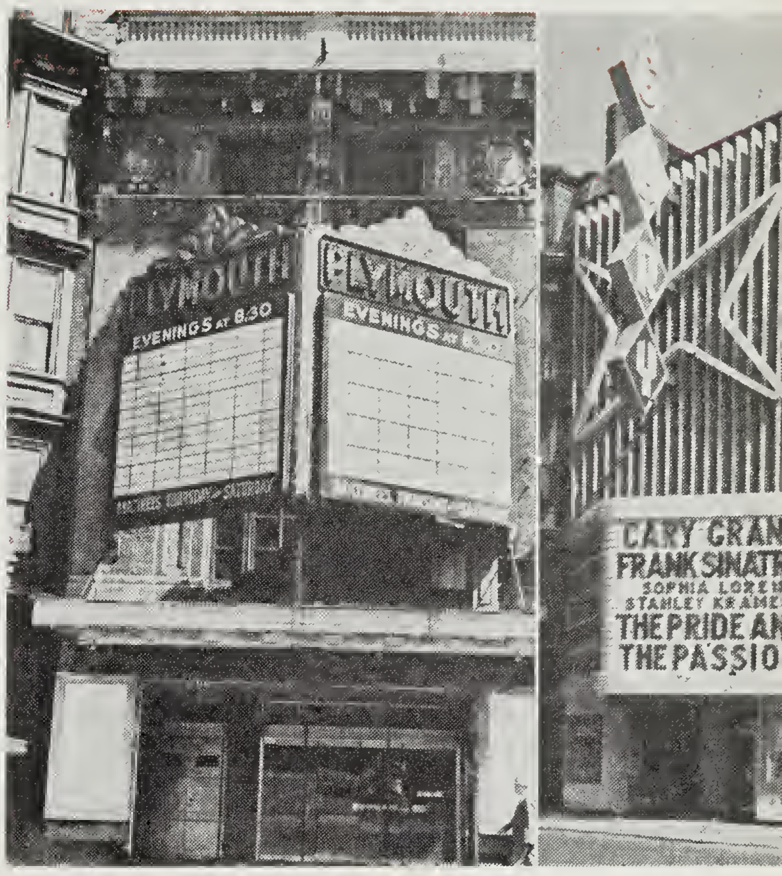
One of the washrooms shows the floors covered in rubber tiling. Metal partitions replaced wooden ones, wall radiator was removed.

Because the Plymouth Theatre, built in 1911, had less garish decoration than other theatres built in that era, it was considered "shockingly modern" when it was first opened to the public. Forty-six years later, when Benjamin Sack took a long term lease on the legitimate house to turn it into a showcase for motion pictures, he asked his designer and engineer, Louis Chiaramonte, to remove the "old-fashioned decorations."

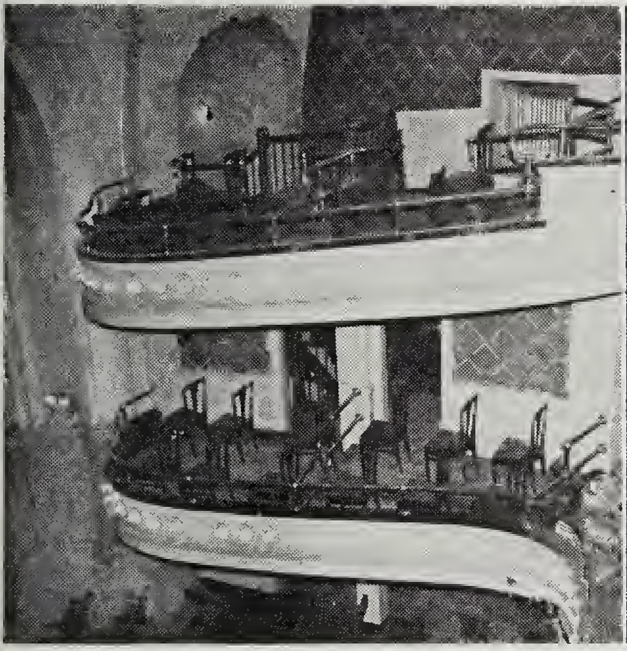
In less than three months, the Plymouth, renamed the Gray, was opened to the public, which welcomed it as a distinct asset to the scene.

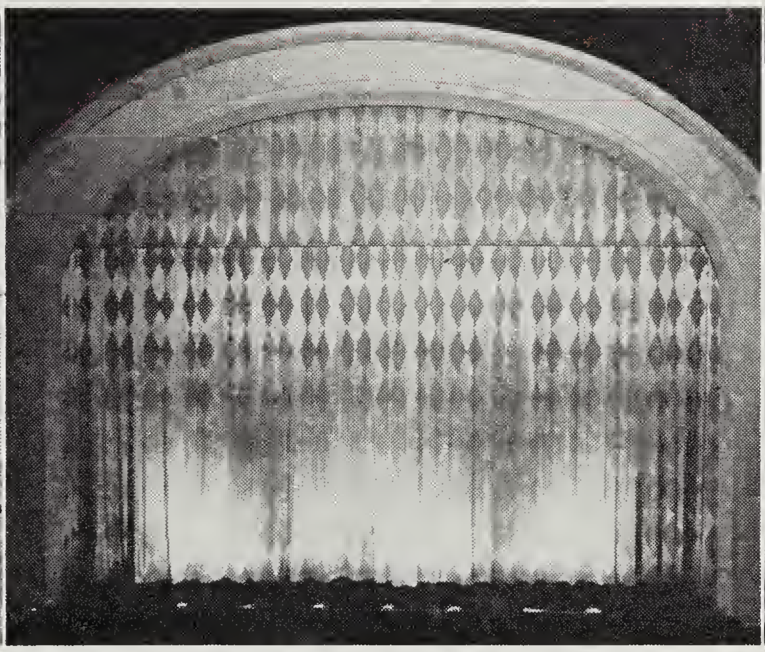
PHYSICAL THEATRE

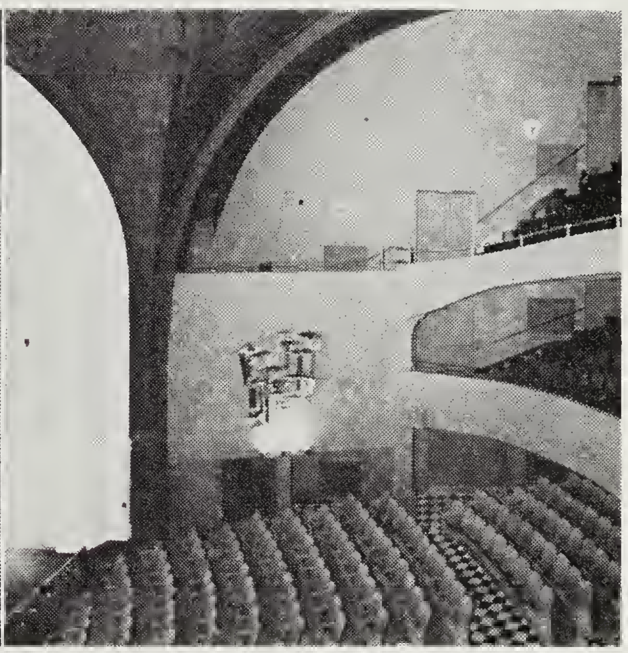
Vol. 12, No. 11 October 9, 1957



In remodeling the exterior of the old Plymouth, designer Chiaramonte covered the height of the building with long louvres.





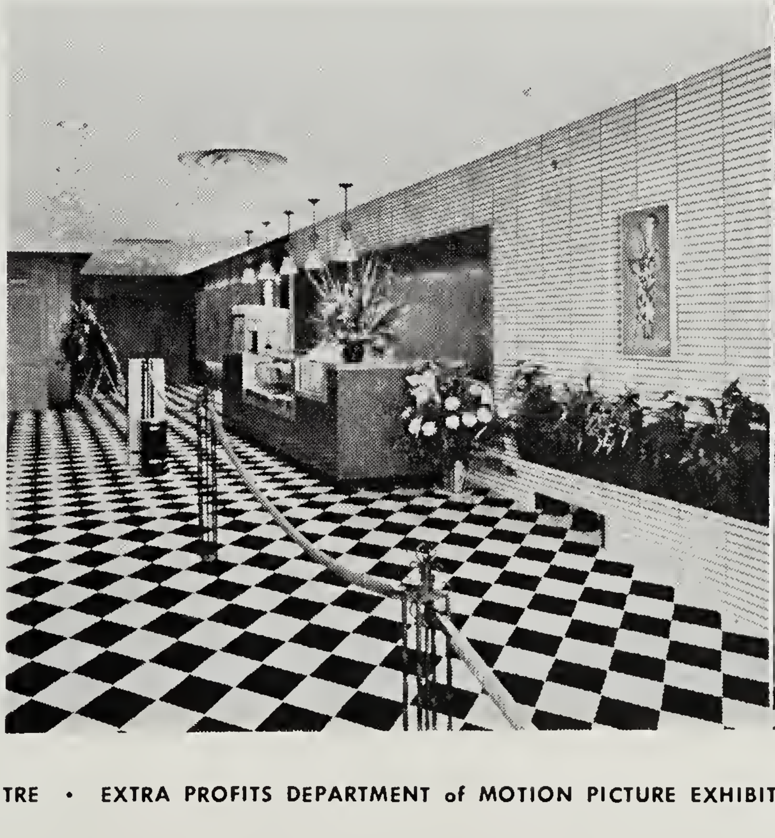


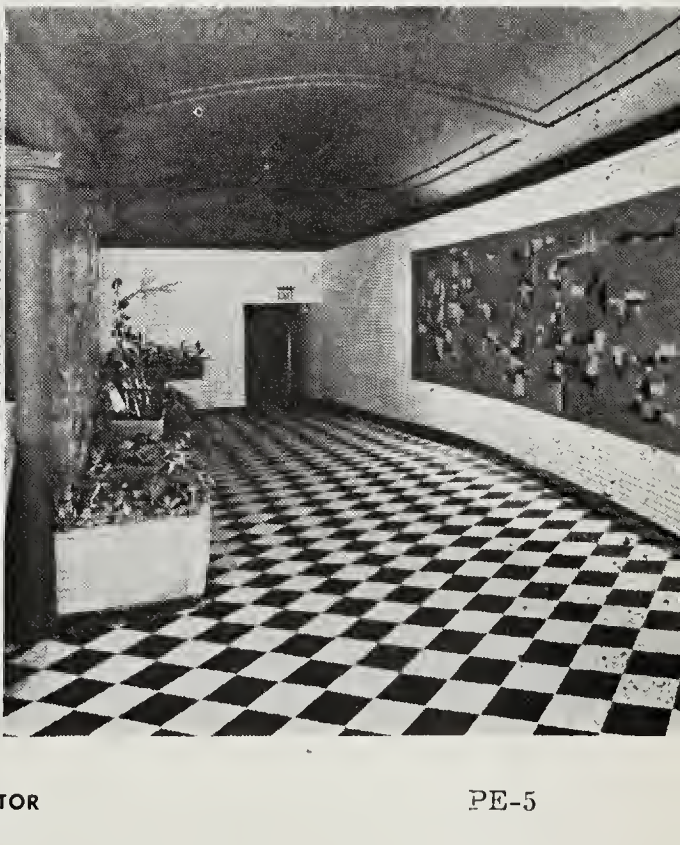
ABOVE, the before-and-after condition of the auditorium indicates the great amount of renovations with which Sack was faced. Front boxes were removed and the entire orchestra was reseated with foam rubber equipment.

The new stage curtain is of light yellow and deep gold gossamer silk. All garish lighting fixtures were removed, replaced with modern. BELOW, imitation marble walls were removed from entrance foyer and inner lobby and were entirely recovered with off-white brick and California cypress. An abstract panel by Boston artist Henry Lion, Jr., carpeting for the floors, and an artificial plant box, the latter containing a working fountain, add to effect.

## REFERENCE DATA

OPERATOR: Benjamin Sack
DESIGNER: Louis Chiaramonte, Merchandising Displays, Inc.
COST OF REMODELING: Over $250,000
SEATING CAPACITY: 1300
*Air Conditioning:* Capitol Engineering Co.
*Carpets:* Borison Carpeting Co.
*Concession Stand:* Theatre Merchandising Co.
*Lenses:* Kollmorgen Optical Co.
*Projection Lamps:* Peerless
*Projection Machines:* Todd-AO
*Sign & Marquee:* University Sign Co.
*Supply Dealer:* Massachusetts Theatre Equipment Co.





# DRIVE-IN THEATRES

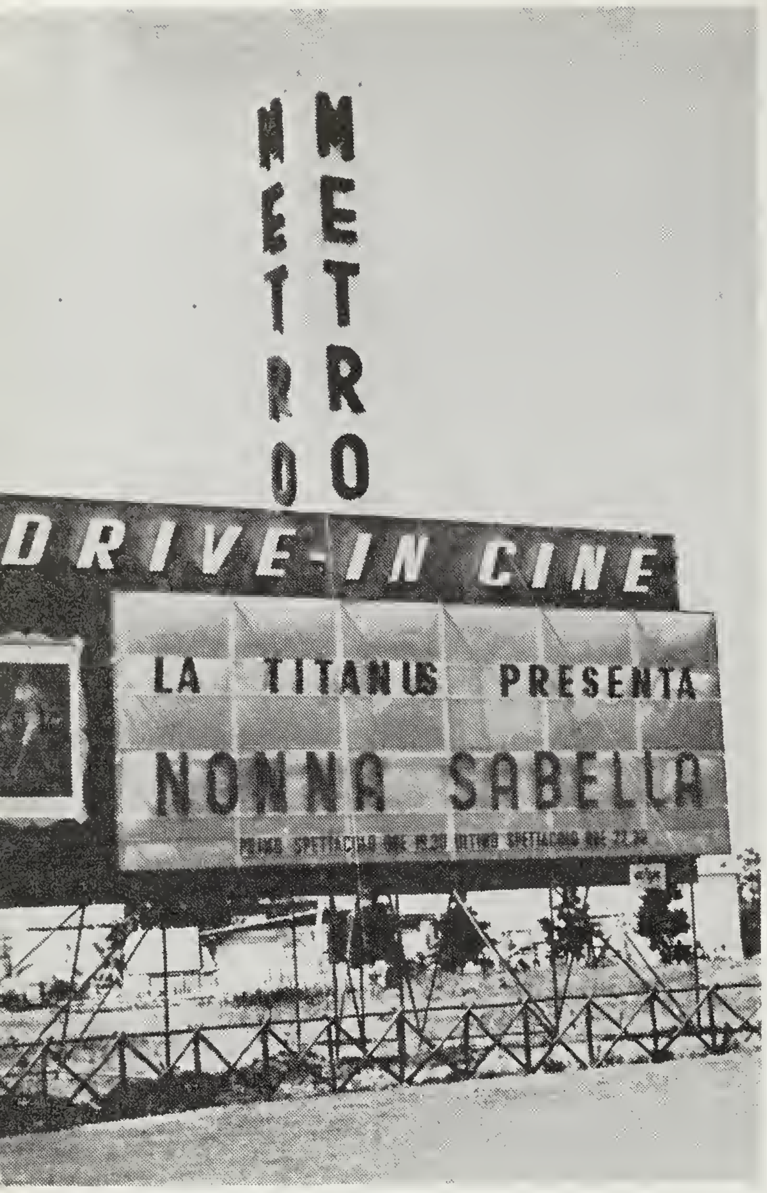


Figure One

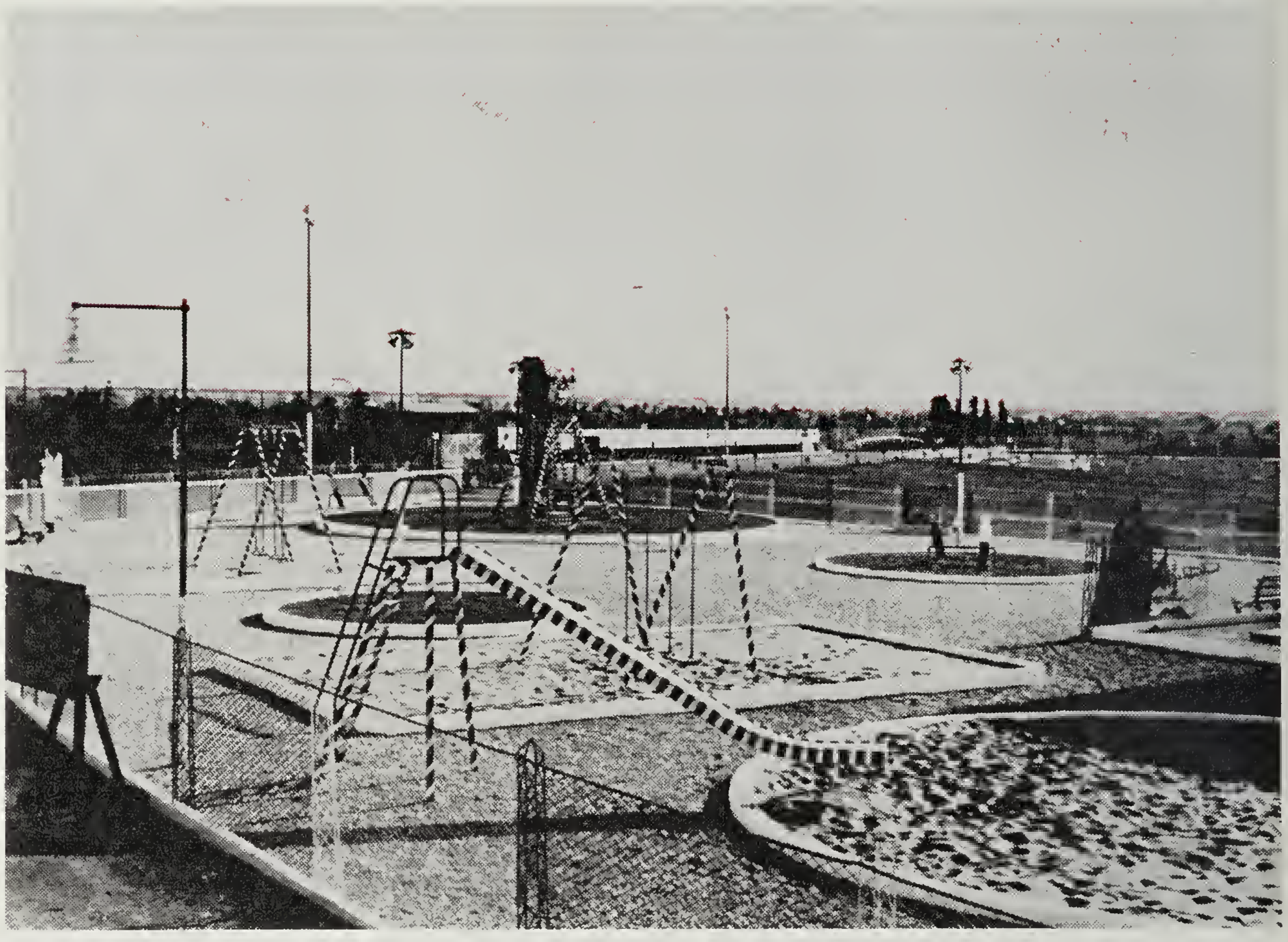


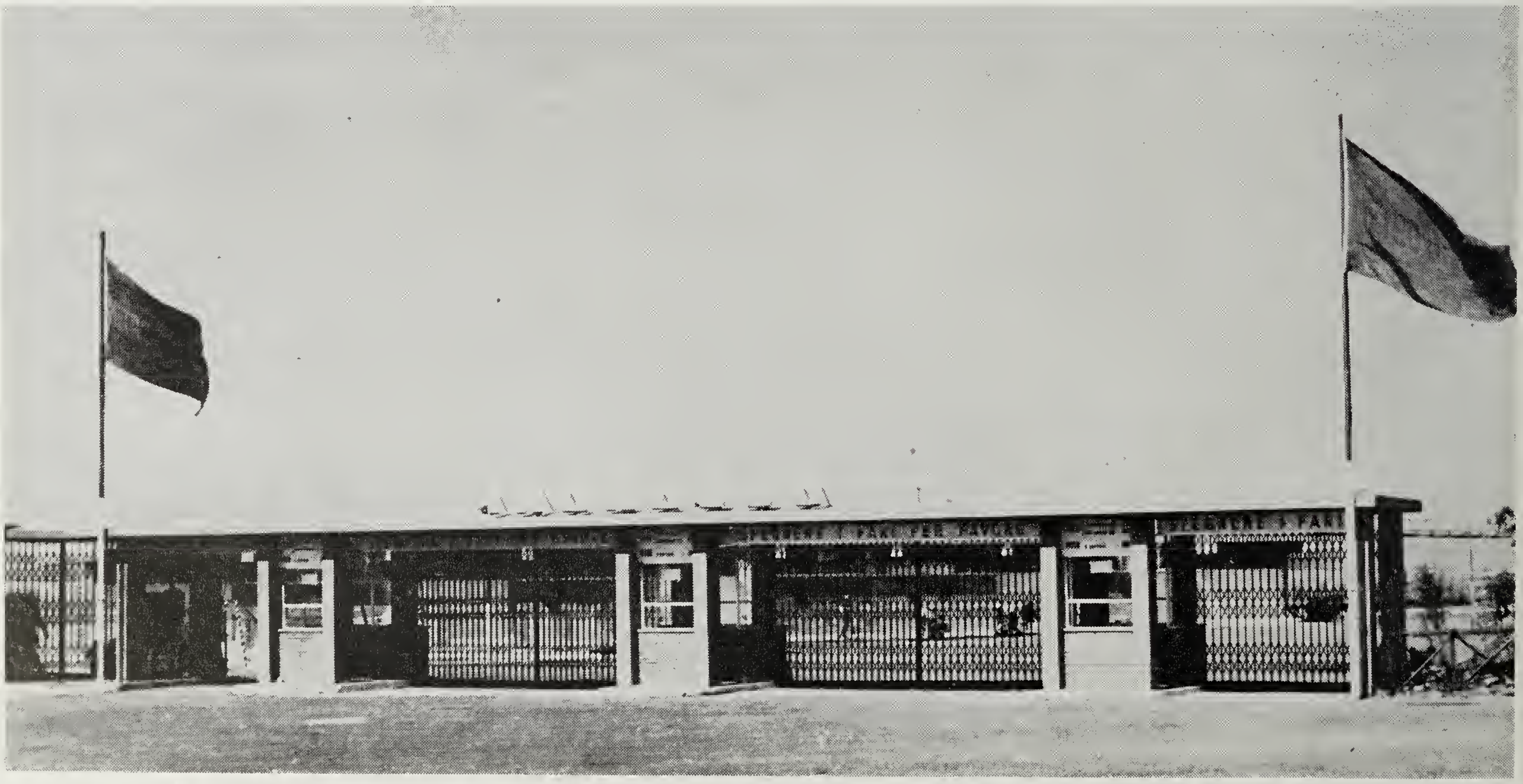
Figure Two

# THE METRO · ROME

WITH the opening of Loew's new Metro Drive-In Cine in the environs of Rome this summer, a new exhibition medium reached the continent of Europe for the first time. The results appear to be edifying.

The Italians, it was said, although they "were taken by surprise" with the enterprise, have welcomed its advent with enthusiasm. Because there is no Italian phrase equivalent to drive-in, the American one has been used, with the Latin-derived "Cine" added as an expletive (Figure One). The setup is all the

Figure Three



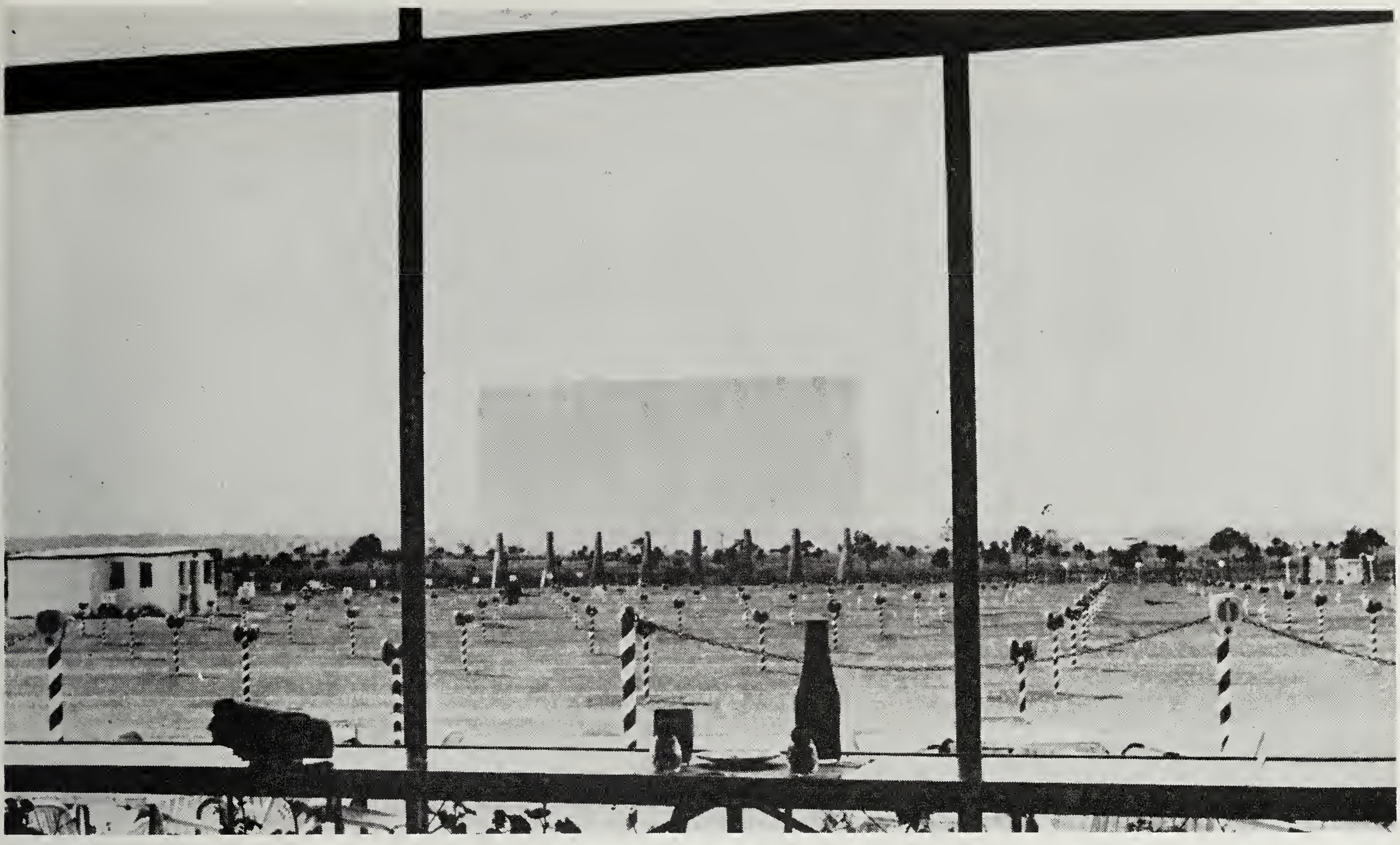


Figure Four

more amazing to local residents because of the elaborate amusement area (Figure Two).

Innovations at the Metro include bilingual speakers, the first in the world, which provide sound from an Italian track run through the projector simultaneously with a track in English running on another sound head. The viewer flips a switch for the language of his choice. This feature is an important one in view of the number of English-speaking tourists visiting Italy, the U. S. personnel stationed in Rome, and the eagerness of Italians to learn English.

Because the Italian automobile population cannot be compared to that of the U. S., another innovation is a parking area for scooters and motorcycles, adjacent to a grandstand with area speakers for the riders of those vehicles. The boxoffice at the entrance (Figure Three) admits both autos and the smaller conveyances.

The 800-car theatre features a screen measuring 150 feet, seen in Figure Four from inside concession building. American food products are offered concession customers, including hamburgers, frankfurters, sandwiches, and ice cream. Pizza, appropriately enough, takes its place beside the other foods. The concession stand itself and an outdoor terrace overlooking the screen are seen in Figures Five and Six.

According to Italian law, a drive-in can be constructed only near cities with a population of one million or more, one to a city. Loew's is preparing to build drive-ins near the other Italian cities which so qualify, Milan and Naples. Outdoor situations are planned for France and Germany also. The

*(Continued on Page PE-18)*

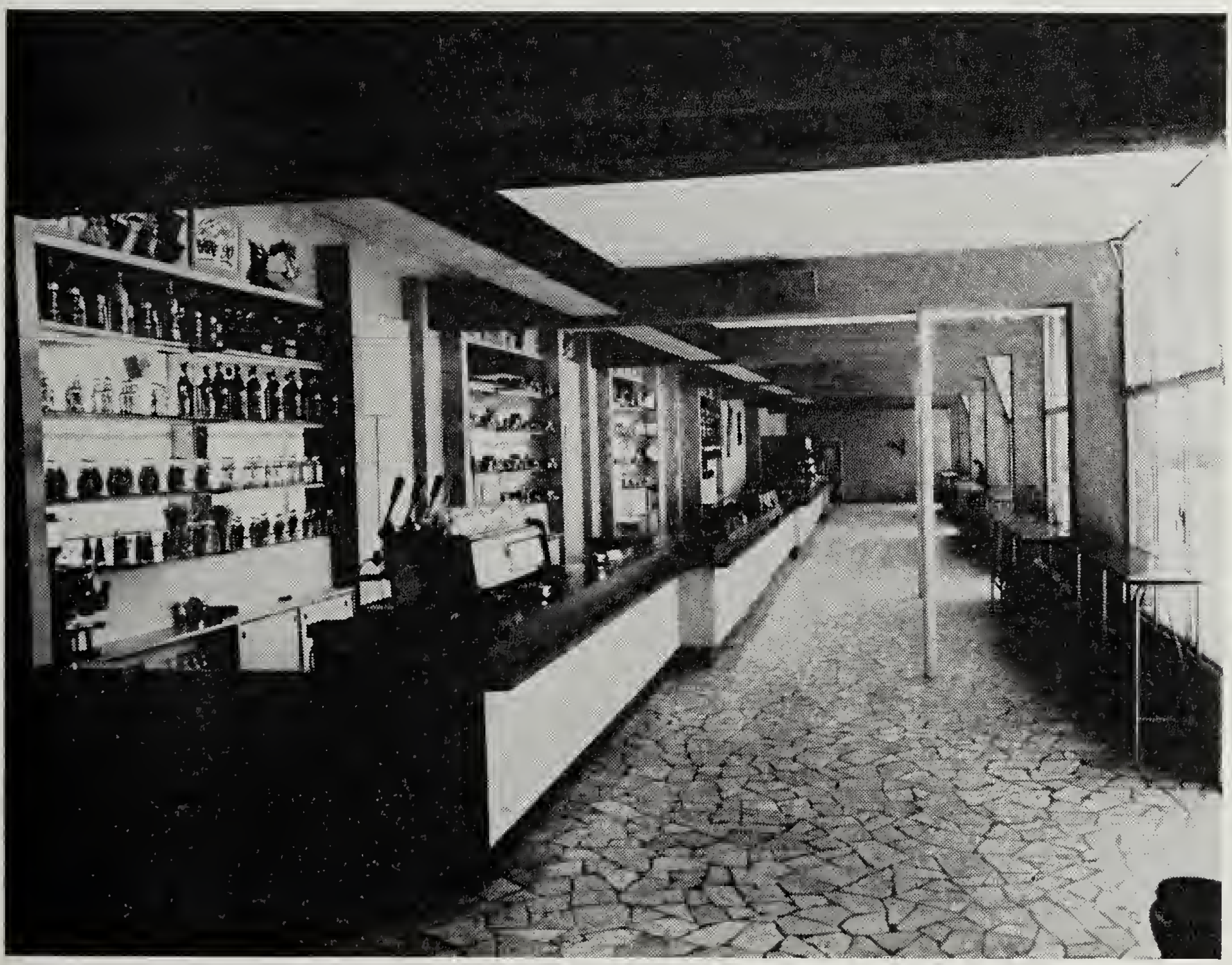


Figure Five

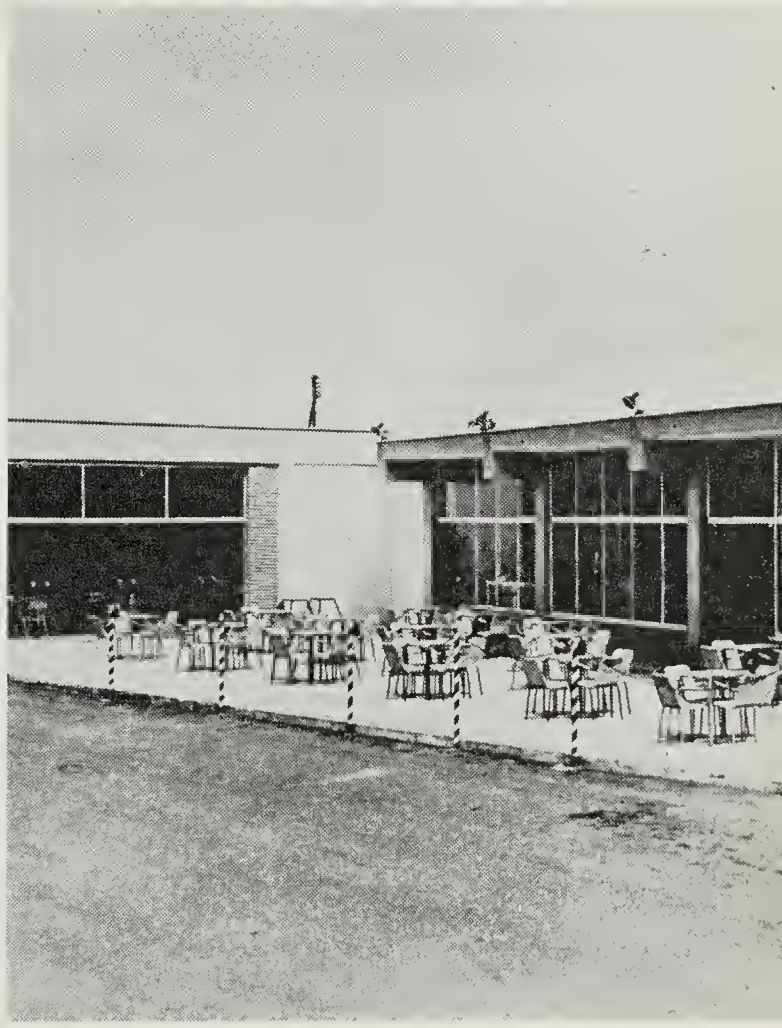


Figure Six

## As Winter Approaches A Preheater Suggests

# A Way To Save On Fuel

FUEL savings of up to 25 per cent and a marked reduction in smoke and soot, it is said, can be obtained from the Boston Air Preheater, recently introduced in the U. S. by The Preheater Corporation of America. The low-cost unit, which is usually installed in the fire door of the boiler, supplies preheated secondary air over the fire bed or burners for maximum combustion of the fuel.

The Boston Air Preheater consists of two basic sections, an adjustable air intake valve that extends outside of the fire door, and a preheating chamber made from a special heat-absorbing alloy mounted on the inside of the door. The air is drawn through the intake by the normal boiler updraft, circulates through a labyrinth of hot surfaces inside the preheating chamber, and is delivered evenly over the fire bed or burners at a temperature of over 400 degrees Fahrenheit. The preheating chamber is heated by radiation that would normally be lost, so it consumes none of the fuel energy usable for operating the boiler.

The Preheater is designed for use with low or high-pressure, oil, coal, or coke-fired boilers of the induced-draft, forced-draft or steam-blast type. During the past 10 years, more than 50,000 of these units have been installed in Europe in apartment houses, commercial buildings, theatres, ships, and industrial plants. Different models are available for all types of boilers.

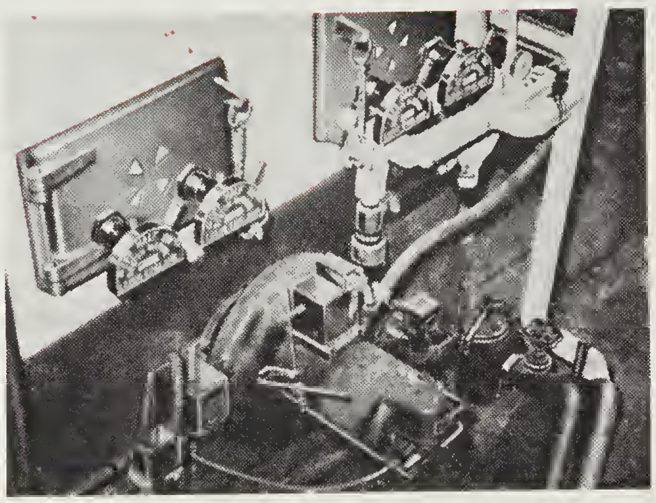
In normal boiler operation, cold primary air is usually admitted through the primary draft or introduced through blowers. However, the cold air has two negative effects that prevent it from effecting maximum fuel combustion: its temperature is too low to cause effective combustion of the unburned gases and volatile matter, and it cools the flame and the heat transfer surfaces. As a result, extra fuel is required to heat the air, and the unburned hydrocarbons coming into contact with the cooled boiler walls form soot. The Boston Air Preheater, on the other hand, introduces secondary air at temperatures high enough to promote maximum combustion of the unburned carbon monoxide and the heavier hydrocarbon fractions that linger at the outer edges of the flame and normally settle out as soot or smoke. Introduction of the heated secondary air makes it possible to cut down the intake of fuel-wasting cold primary air. The increased turbulence created by the incoming heated air also aids combustion.

Because the rate of combustion is increased, and the flame hotter and more luminescent, more heat is transfered to the tubes by radiation rather than by the less efficient conduction or convection methods. This increase in heat transfer efficiency reduces the amount of heat wasted through the stack with the flue gases. The elimination of soot on the tubes also increases the efficiency of heat transfer. Meanwhile, tubes and joints last longer because they are no longer exposed to radical temperature changes.

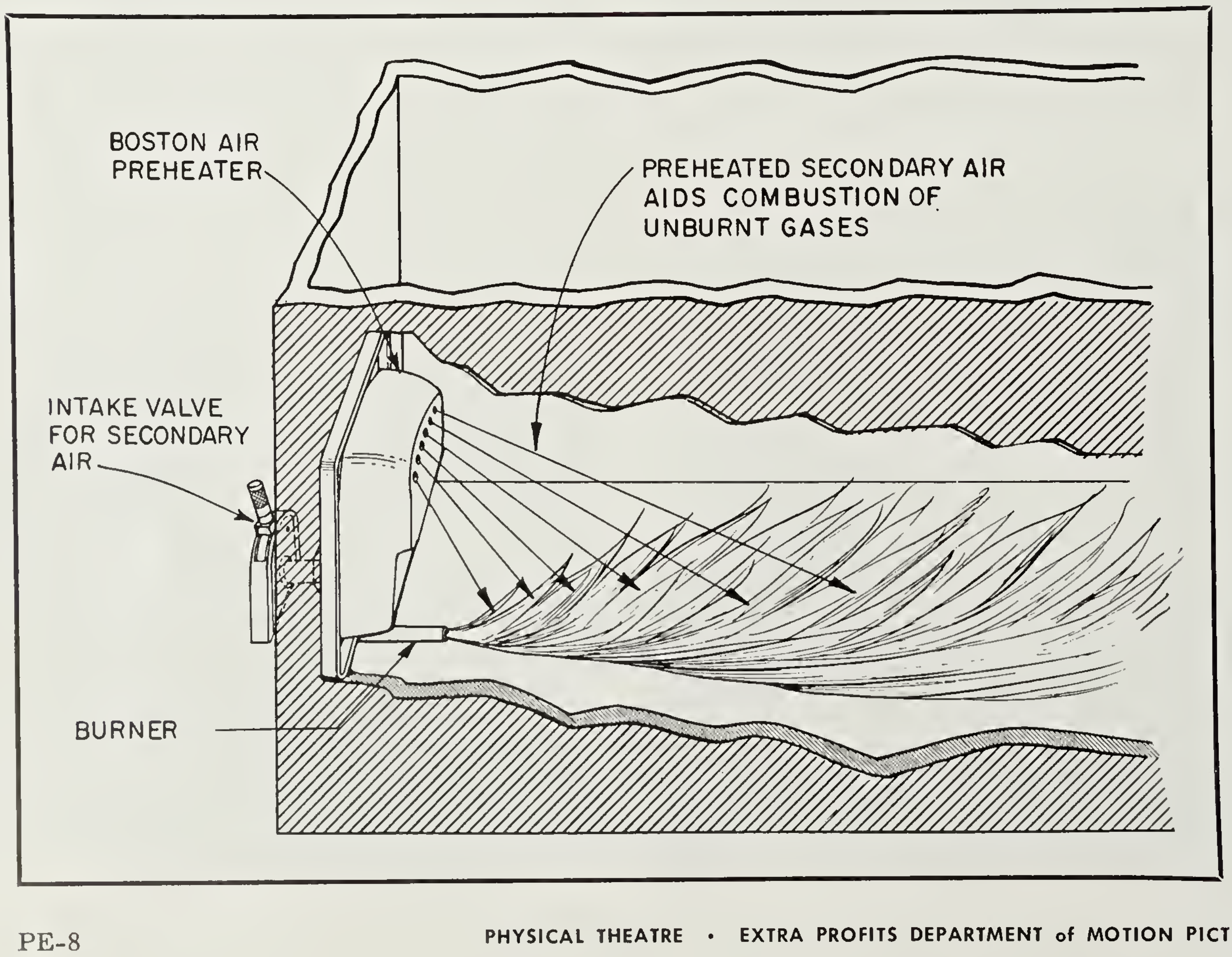
The Boston Air Preheater can usually be installed in one day, without interruption of service. Because the unit has no moving parts outside of minor valve adjustments, it is free from the possibility of breakdown and expensive maintenance, it is said.

The unit is being used successfully in institutional, marine, and industrial applications in England, with users reporting average savings of 18 per cent. One installation in the U. S. is on the coal-fired steam boiler at a Fabian theatre on Staten Island, New York, where fuel savings over the period of one heating season amounted to approximately $1600.

**Used on an oil-fired sectional boiler, the Boston Air Preheater introduces a stream of heated secondary air around the burners to burn the heavier fractions of the hydrocarbons that linger at the outer edges of the flame. The valves pictured on the outside of the fire door provide positive control of the amount of incoming secondary air.**



**The Boston Air Preheater is shown in an oil-fired boiler application. Heated by radiation, the preheating chamber heats the incoming secondary air to over 400 degrees Fahrenheit. The heated air helps provide maximum fuel combustion, reduces smoke and soot.**


BOSTON AIR PREHEATER
PREHEATED SECONDARY AIR AIDS COMBUSTION OF UNBURNT GASES
INTAKE VALVE FOR SECONDARY AIR
BURNER

# Ladies in big feathery hats . . .

American Seating Spring-back Bodiform Chair No. 16-040.

# . . . are tickled to sit in BODIFORM® Chairs

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**BILL HADDOCK, *Editor***

**OCTOBER 9, 1957**

## *Biggest Popcorn Promotion Marks Sixth Annual*

# POPCORN FALL FESTIVAL

THE biggest promotion of popcorn and related items in history, the Sixth Annual Popcorn Fall Festival, will swing into full force this month and will continue until pre-Holiday activities in December. The climax will be the observance of National Popcorn Week, Oct. 27-Nov. 2, and throughout the campaign theatremen will have manifold opportunities to increase popcorn sales.

This advertising and merchandising event is sponsored by The Popcorn Institute and a group of leading advertisers in the food field. The promotion is backed by a multi-million dollar campaign of advertising, point-of-sale merchandising, trade promotion and national consumer publicity.

The sales impact of the nation-wide campaign will be channeled directly into popcorn sales at theatre concessions through the use of new point-of-sale pieces produced by the Popcorn Institute and the Coca Cola Company.

POPCORN
POP CORN
FRESH · HOT · TASTY
POPCORN
LOW IN CALORIES
Fresh...Hot...Tasty
POPCORN

**America's 1957 Popcorn Queen, Ami Silvestre, shows the latest popcorn sales kit designed by the Popcorn Institute to boost popcorn sales in theatres during the Popcorn Fall Festival, which starts this month. The kit consists of five posters in brown and yellow with "Popcorn" printed in striking red Da-Glo.**

The new PI theatre kit, called "Popcorn Festival," is the result of extensive research into the needs of theatre concessionaires and, as such, represents their best possible popcorn sales aid. Theatre concession operators have been urged to cash in on the huge promotion by contacting their popcorn suppliers and obtaining the sales kit, which is available at production cost.

Special back-bar posters in eye-catching colors are available from Coca-Cola salesmen, along with a new mobile which also features popcorn and Coke as "Partners." Both are designed specially for theatre use.

The coordinating agency in the campaign is the Popcorn Institute and its member companies, representing more than 85 per cent of the world's popcorn production, which will tie together all of the advertising, merchandising, and publicity during the fall and early winter months, and will issue direct publicity on popcorn and the related items. In addition, the Popcorn Institute is enlisting trade support for the promotion through personal contacts of its staff and through saturation mailings of brochures outlining the details of the program, it was announced.

Participants gearing advertising and promotional efforts to the campaign on behalf of popcorn include the Morton Salt Company, which is featuring Morton Salt and popcorn in full color pages in the October and November issues of leading magazines. Also, some 4,000 billboards in full color will boost Morton's Salt and popcorn in over 500 markets across the U. S. during the months of the promotion. A full line of store point-of-sale material will be provided by Morton to back up the promotion on the retail level.

Brer Rabbit Molasses is to release new recipes and photographs featuring molasses and popcorn to newspapers, Sunday supplements, consumer magazines, house organs, and labor publications. Specially prepared material will be distributed to radio and TV stations across the country.

The Coca-Cola Company will make available colorful point-of-sale material featuring popcorn and Coke to all retail outlets where Coca-Cola is sold.

Kaiser Aluminum will feature popcorn poppers in action in three television commercials in the months of the campaign on the new adult western show, "Maverick," which was to premiere over ABC-TV on Sunday evenings.

General Foods Corporation will release new popcorn recipes utilizing its Flake Coconut and Log Cabin Syrup, directed to food editors in the print and broadcast media.

The Can Manufacturers Institute will release popcorn recipes and photographs to newspapers, magazines, Sunday supplements, and will provide special radio and television scripts for 162 TV and 321 radio stations.

## Candy Firm Realigns Executive Personnel

NEW YORK—Henry Heide, Inc., has announced the appointments of Vincent H. Heide to the position of general sales manager; Eugene E. Sullivan to assistant sales manager; and George J. Grohol as chain store representative.

Heide entered the employ of the candy firm in 1937 and, with the exception of four years of duty in the Coast Guard during World War II, has been active in many phases of sales activity. In 1953, Heide was elected a vice-president and is a director of the company.

Sullivan joined the company in 1949 and has been handling sales, sales promotion, and advertising activities. Grohol has been in the Heide sales organization over 25 years. He traveled the New York State and Connecticut territories before he became a New York metropolitan representative.

**Giant bags of pre-popped corn, ready to eat, save time for concessionaires. Popcorn stays fresh, too, on its way to theatres. Kraft bag is lined with laminated Glassine, to keep corn from drying or absorbing too much moisture. These protective bags are products of Rex Specialty Bag Corporation.**

NESTLÉ'S MAKES
THE VERY
BEST CHOCOLATE!

Your customers appreciate quality! Your customers recognize the long-established record of Nestlé's® fine chocolate bars. This is the kind of quality they want. Provide it . . . and they'll come back to you again and again! More sales . . . more customers . . . faster turnover — for *you!*

CRITICS

# RAVE

ABOUT NESTLE'S CHOCOLATE

**NESTLÉ'S**
**CRUNCH**
**MILK CHOCOLATE**

*QUALITY BRANDS*

*BUILD TURNOVER!*

get the
**PLUS**
• • • • • • • •
that only

**popsit plus!**

**liquid popping oil offers!**

**rich butterlike flavor for your popcorn!**

**PLUS**
all these other advantages:

- golden color
- appetizing aroma
- fewer duds
- less cost per bag
- all-weather pouring
- measures accurately—no waste
- stores easily—no fire hazard

by the Popping Oil Specialists
To The Nation
Simonin, Philadelphia 34, Pa.

**"The Big Bite," Curtiss Candy Company's fall advertising program, is designed to help theatremen and other retailers "chew off" a larger part of their sales in candy, a high profit item. The campaign culminates almost a year's study of markets and candy-buying habits of the public, and emphasizes the Baby Ruth and Butterfinger lines.**

## Pepsi-Cola Names Baker To Vacant Kendall Post

NEW YORK—Charles N. Baker has been elected vice-president in charge of national accounts and syrup sales of Pepsi-Cola Company, it was announced recently by Herbert L. Barnet, president.

Baker brings to his new position 15 years of background in the soft drink field, including marketing, merchandising, and selling. Thoroughly experienced in all phases of national accounts, he Baker has been sales manager of the national accounts department since 1952. Prior to that, he was manager of the cup vending department and earlier was western division manager in the fountain department. Baker joined Pepsi-Cola in 1942.

Baker succeeds Donald M. Kendall who was recently elected president, Pepsi-Cola International.

## Refrigeration Display Draws Industry Execs

NEW YORK—Hundreds of industry executives are expected to attend the 10th Air Conditioning and Refrigeration Exposition, the most elaborate display of products in the field ever assembled for their needs, according to George E. Mills, show manager. The event, the first to be held in Chicago in six years, is scheduled for the International Amphitheatre, Nov. 18 to 21.

A record-breaking number of exhibitors, over 250, will display 7,500 pieces of equipment and components. The total value of the exhibits is estimated at more than five million dollars.

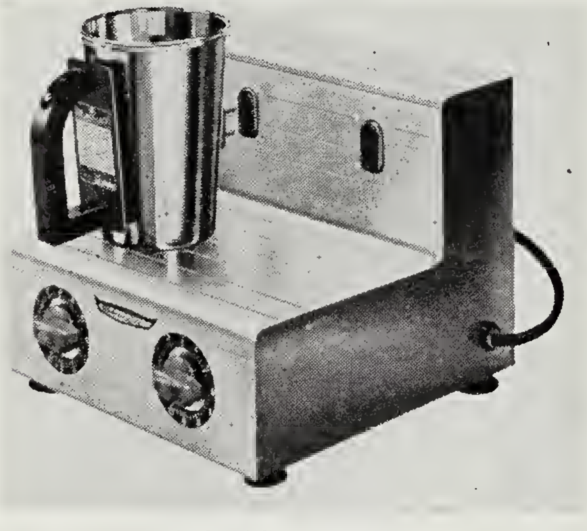
"Probably no other industry had as profound an effect in the introduction of air conditioning to the American public as did the amusement field," Mills said. "However, much of that original equipment is still operating and should now be replaced by more modern and less costly installations.

"In addition, the sale of drinks, ice cream, and other foods which require refrigeration make it imperative that modern refrigeration equipment be used. Amusement executives should make the show a 'must' on their schedules," he said.

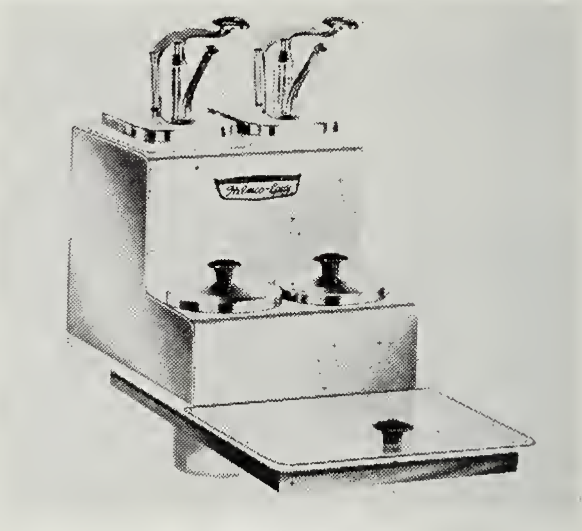
### Merger To Aid Research

NEW YORK—Accelerated activity in the research and product development fields will be one of the major benefits stemming from the recent merger of the Dixie Cup Company and American Can Company, according to C. L. Van Schaick, vice-president of Canco.

## *New Helmco-Lacy Line For Theatres And Drive-Ins*



**H-L KITCHENETTE**



**H-L FOUNTAINETTE**

CHICAGO—Designed especially to provide quick, easy service in theatres, the Helmco-Lacy Kitchenette offers complete service for preparing fast lunches or hot drinks on a moment's notice, it is said. Ideal for heating ready-to-serve soups, stews, cereals, hot drinks, as well as being a perfect egg timer, the Kitchenette requires only a 10 by 11 inch location, the manufacturer states.

In operation, the Hot Cups are filled and the timer control is set from one to 10 minutes. When the order is ready, a bell rings and the current shuts off automatically, eliminating the possibility of scorched and wasted foods or drink.

Manufactured by Helmco, Inc., the Kitchenette and Hot Cups are of heavy duty construction with a satin stainless steel finish. Patented swivel plugs eliminate breakage.

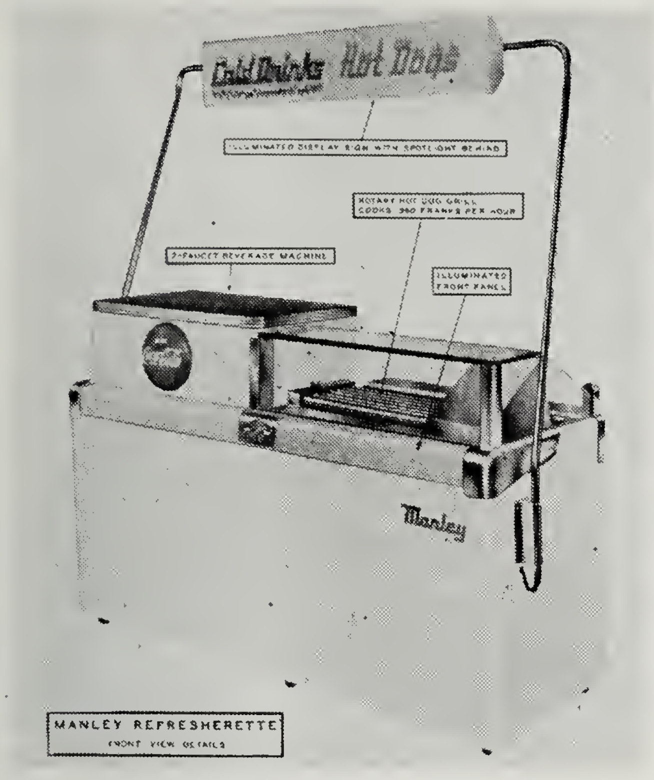
Another new Helmco-Lacy unit, the bobtail model Junior Fountainette, offers perfect portion control at the theatre refreshment stand, and pumps cold fudge easily.

Like the other six models in the Helmco-Lacy line, the Junior Fountainette, Model 200, fits all standard freezer cabinets, even the new double lid models without the need of a divider bar, it is said.

The satin finished stainless steel "bobtail" model has twin pumps, two 50-ounce Melmac "dura-bowl" fruit wells, and a reinforced hinge cover that lifts up for easy freezer access. All units are designed for perfect temperature control in each compartment.

The firm's seven new fountainette models offer 25 new combinations to fit virtually every need in those theatre situations offering fountain service, it is stated.

## New Manley Unit


Cold Drinks Hot Dogs
ILLUMINATED DISPLAY SIGN WITH SPOTLIGHT BEHIND
ROTARY HOT DOG GRILL COOKS 360 FRANKS PER HOUR
2-FAUCET BEVERAGE MACHINE
ILLUMINATED FRONT PANEL
Manley
MANLEY REFRESHERETTE
FRONT VIEW DETAILS

**NEW COMBINATION UNIT**

Manley, Inc., is announcing a new model Refresherette machine, a combination hot-dog and soft drink dispenser. The new roller grill will cook 18 frankfurters every three minutes, or 300 hot dogs an hour. There is a three-way heat control.

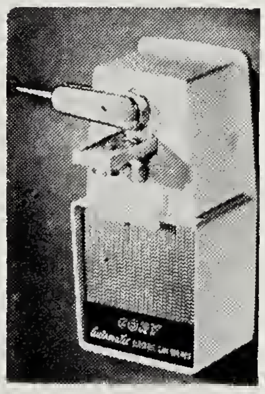
The two-faucet Ice-O-Bar beverage machine has an eight gallon syrup capacity, equivalent to 36 cases of bottled beverages. A third faucet may be added, or a Dole head put on the Formica counter top.

The Refresheretle is equipped with a steam heat, five dozen capacity, bun warmer, three condiment cups, and an oak carving block. A Lily cup dispenser is attached to the drink machine. The front red panel is illuminated, and the lighted plastic overhead sign is part of the machine.

## Shipping Weight Cut

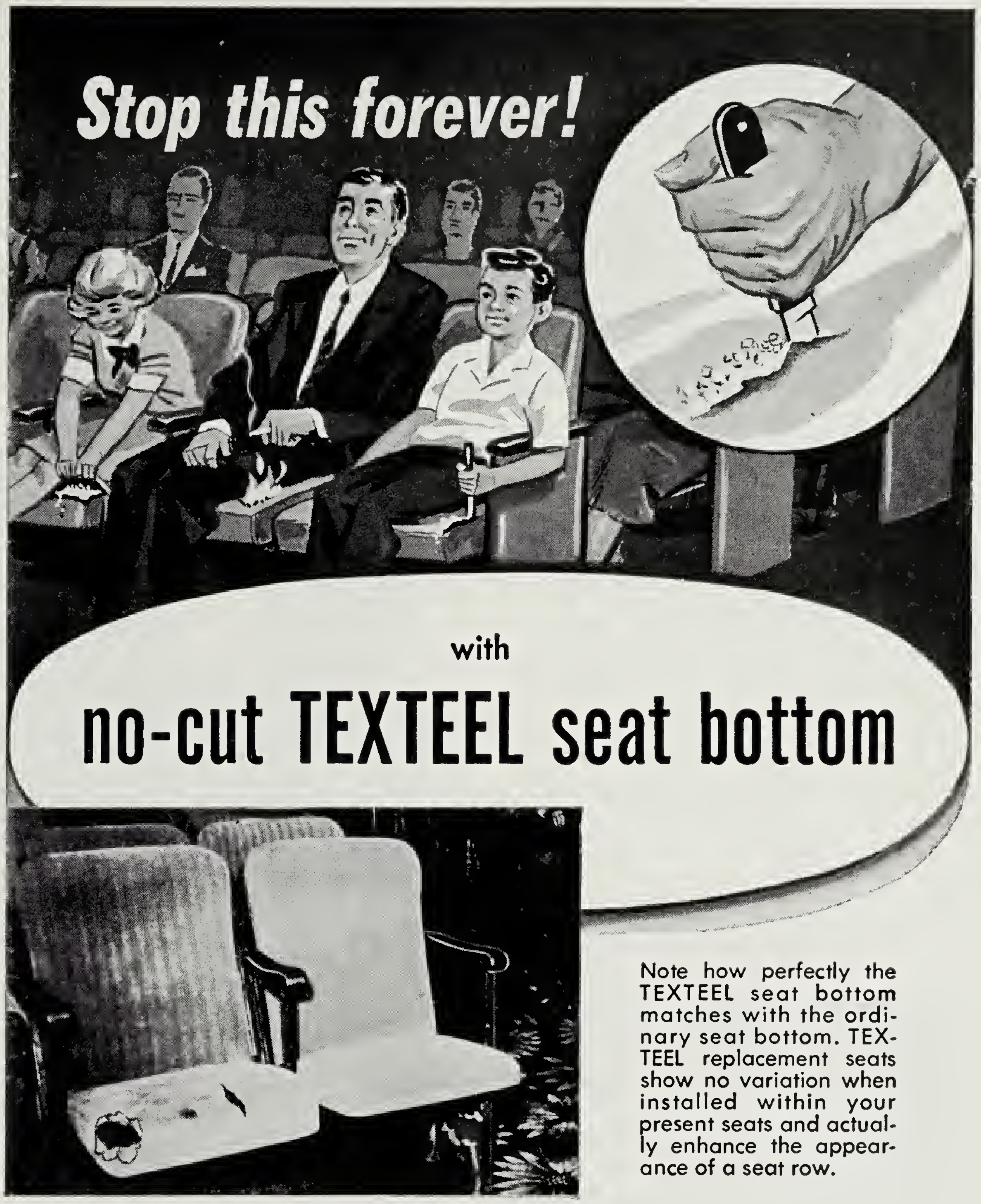
SEATTLE—A new crating system adopted by the Sweden Freezer Manufacturing Company for shipment of soft-serve and milk shake machines cut 60 pounds off the shipping weight of each unit, it is reported.

## Electric Can Opener



The new Cory Automatic Electric Can Opener was unveiled at the Atlantic City Housewares Show recently. Completely automatic for big cans and small cans, the opener locks the can in place and starts; turns and cuts the can open in one revolution; and shuts itself off automatically, keeping the can locked in place until the user is ready for it, it is said. Cory executives state that this feature is exclusive, as is the fully automatic operation. When the user unlocks the opened can from this appliance, the "magic-magnet" holds the can top so it does not fall into the can or onto the floor.

As a special safety feature, the tool steel cutting wheel will not turn and cut unless a metal can is in position, Cory states. For easy cleaning, the same cutting wheel can be detached. To install, the included steel bracket is attached to a wall, cabinet, or wall frame; opener then slips into the bracket, and can be plugged into an electrical outlet.



Note how perfectly the TEXTEEL seat bottom matches with the ordinary seat bottom. TEXTEEL replacement seats show no variation when installed within your present seats and actually enhance the appearance of a seat row.

- ***Woven of steel*—guaranteed indefinitely against cutting or burning!**
- **As comfortable as regular theatre seats!**
- **Ideal for replacing damaged seats... fits all standard brands of theatre seats!**

Note how perfectly the TEXTEEL seat bottom matches with the ordinary seat bottom. TEXTEEL replacement seats show no variation when installed with your present seats and actually enhance the appearance of the entire row.

Here's the answer to a problem that's been plaguing theatre owners for years. The No-Cut Texteel seat bottom is made of fine alloy steel wire... it's practically indestructable! And yet it is amazingly comfortable! The springy, resilient woven steel fabric is constructed in the form of a cushion ... it looks good and *stays* new looking. Shows no obvious variation from surrounding seats. Can be installed in a few minutes... no special skills or tools are required.

*Stop seat damage in your theatre...* order NO-CUT TEXTEEL seat bottoms from your nearest National Theatre Supply branch!

*Your Guarantee*
OF CONSISTENT QUALITY AND OUTSTANDING SERVICE

N.T.S

**NATIONAL THEATRE SUPPLY COMPANY**
Branches Coast to Coast

# NEW PRODUCTS

## *. . . that have theatre interest*

### New Marble Polish

The tendency of polished marble to lose its magnificent and expensive original sheen and color has been noted quite often lately in theatres. This condition, which is usually caused by highly polished marble's peculiar affinity for film-forming airborne particles, can now be corrected quickly it is said, by a professional formula that is already being used extensively by fabricators of marble-topped furniture and fixtures.

The new liquid chemical cleaner and waxer does not require skilled application, and can be handled easily and safely by inside maintenance men, the manufacturer states. It is simply wiped on or sponged on, allowed to haze-dry, and is then removed with either hand cloth or buffer. Special solvents remove anchored surface soil and film, thus re-exposing the original beauty of the marble. The formula also "plates" the refreshed surfaces with a tough, bone dry armor of imported wax. It is recommended for any polished marble surface except floors, and can also be used on non-porous tile, terazza, and alabaster.

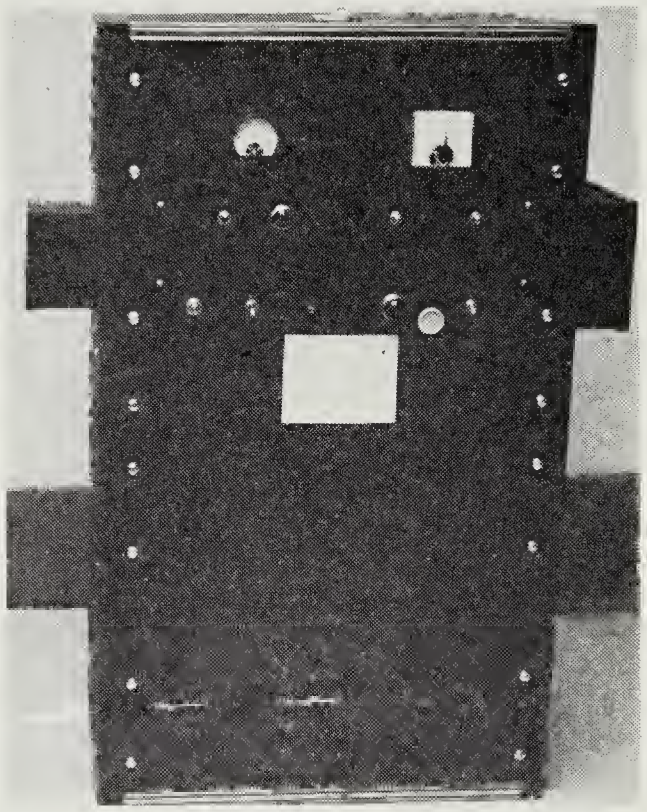
MARBLE
POLISH

MARBLE CLEANER

### Emergency Lighting System

The Dynaseal DY-1019 Emergency Lighting System with manifold theatre applications, is completely free of all battery maintenance, using hermetically sealed Dynaseal batteries which never require liquid or service, the manufacturer states. The 32-volt power supply can be installed wherever convenient and wired to remote light fixtures to provide emergency lighting when power fails. Failure of the regular A. C. power automatically energizes the Dynaseal unit to assure adequate light for public safety.

Completely self-contained with automatic battery charging and circuit monitors, audible and visual alarms to check equipment and operation are included in the system. Fast recharging after each use restores batteries in 12 hours, then automatically returns to slow charging to preserve batteries, it is said. Both decorative and spotlight fixtures can be used with the Dynaseal system. The equipment meets all the requirements of state and national codes for auxiliary lighting, and is enclosed in a heavy steel case with fused input and output circuits, indicating meters, operating switches, warning signals, and pilot lights, it is further stated.



EMERGENCY LIGHTS

### Emergency Signs

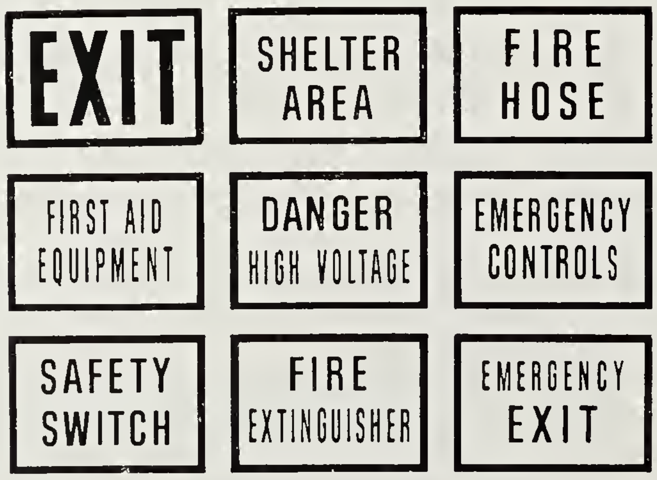
M-M-A Safety Glo-Signs which are said to glow in total darkness are not to be confused with the ordinary "reflective" glowing signs that need a source of light to be visible, the manufacturer announces. Because of the special phosphorescent pigment used, a short exposure to light—daylight or artificial—makes them glow visibly for hours.

In theatres, the signs can be used to locate and identify emergency exits,—first aid kits, safety switches,—emergency controls,—shelter areas,—high voltage lines and the like, and to eliminate the usual hazards of darkness.

Should any theatre area be plunged into sudden darkness, the signs became brightly visible, it is said. There is no element of human or mechanical failure, nothing to turn on.

The signs are made on heavy, durable, weatherproof, pressure-sensitized paper, the adhesive back of which readily adheres to metal, wood, and other surfaces. A variety of commonly-used signs, with characters in fire red on an off-white background, are offered.

It is unlikely that a theatre exists which cannot make valuable use of such equipment, and reinspection of existing signs is an important project in preventing accidents which can be just as tragic as they can be costly.



EMERGENCY SIGNS

### New Vacuum Cleaner

The introduction of a new, improved Alaco Model 500 BP wet and dry pick-up vacuum cleaner was announced recently by the Ace Company. A companion of the Model 500 Alaco, the new model is said to feature a bypass motor for positive protection against moisture on water pick-up work, especially valuable to drive-ins.

Other features are a completely chromed motor dome, baked enamel finish inside and outside the 12 gallon capacity tank, enclosed filter, quiet operation, overall weight of only 45 pounds, and a wide variety of tools for every cleaning purpose, it is said.

VACUUM CLEANER

WANT FURTHER INFORMATION ON

**NEW PRODUCTS**

SHOWN IN THIS ISSUE?

LIST ITEMS ____________________

ISSUE OF OCTOBER 9

•

WITHOUT CHARGE OR OBLIGATION PLEASE SEND ADDITIONAL INFORMATION ON ABOVE ITEMS

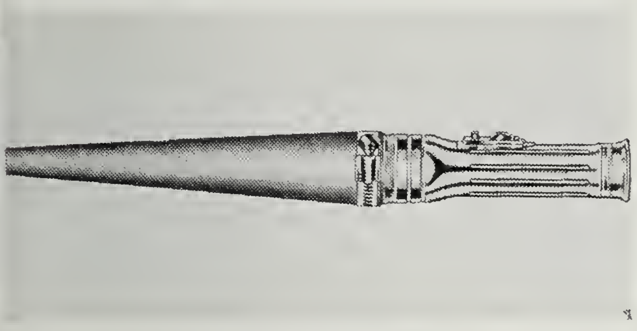
NAME ____________________
THEATRE ____________________
ADDRESS ____________________
CITY, STATE ____________________

**MOTION PICTURE EXHIBITOR**
246-48 N. Clarion St., Philadelphia 7, Pa.

## Clamp-On Traffic Baton

A clamp-on traffic baton designed to meet the need for a more practical directional signal light to be used by drive-in ushers now is being distributed nationally by Doc Faige and Associates, which states that the unit attaches to any standard flashlight and is unbreakable. ts bright red pointed signal is readily seen the full length of the average drive-in and cannot be misunderstood by motorists, it is said. The baton also can be removed easily and reinstalled on new or old flashlights, suggesting distinct maintenance savings.

Priced reasonably, the conical baton has been in use by police throughout this country and abroad for some time.



TRAFFIC BATON

## Cold Water Poster Paste

Outdoor advertising for operators of theatres may be simplified in the future as the result of a laboratory report describing Solutax Poster Paste 3724 from Paisley Products, Inc. The report describes the properties and method of application of a unique cold-water paste with much greater water-taking ability than any prior cold-water product. It is a powdered vegetable cellulose compound which is said to have kept posters on the job even through hurricane winds and rains. No cook-up is necessary. Because the solution improves with age, the paste is ideal for applications where there are a number of scattered operations, and each requires a small lot of the prepared paste.

The benefits offered by Solutax 3724 are also described in the report. High concentration strength of the powder and greater coverage of the solution make Solutax 3724 less expensive to use than other cold-water pastes. It provides good tack and slide, will not discolor papers, will not crystallize on freezing, casts a clear, transparent film even on dark backgrounds, and has less drip, which makes it easier to keep the mouldings and faces of posters clean.

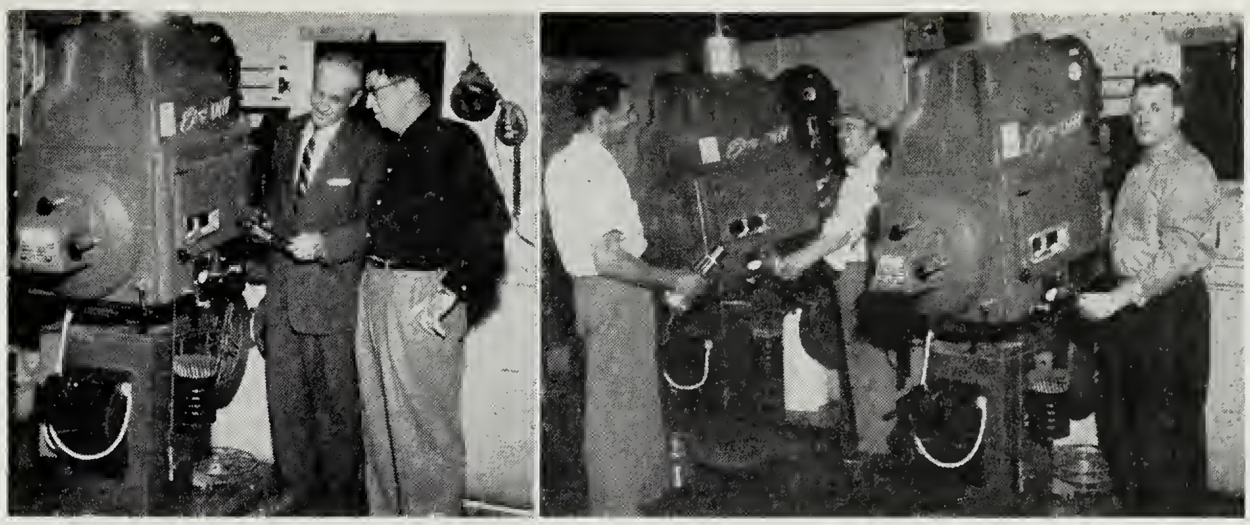
## High Absorbency Towel

Showing of the new Ultra High Absorbency Towel has been arranged by Scott Paper Company for the Sanitation Maintenance Show, which will be held Oct. 14-16 at the Navy Pier, Chicago.

The Scott UHA towel has been receiving widespread approval by industry since its introduction earlier in the year, it is said. Exceptional softness that provides extra comfort, along with its quality appearance and high absorbency, have accounted for a large measure of the towel's success, the manufacturer states.

White in color, the UHA towel resembles fine linen. Being lint-free it can be used by men over tough beard stubbles without leaving fuzzy deposits on the face. Softness of the towel assures women users that their skin will not be roughened or irritated.

High absorbency characteristics of the towel are responsible for lower consumption rates, effecting important theatre savings.



To attain the brightest big screen pictures in the area, the 1,475-car Kenwood Drive-In, Louisville, Ky., recently installed the new Strong U-H-I ultra high intensity projection arc lamps with beam shaper lens. The lamps burn 13.6mm. carbons at 150 amperes and project a brilliant picture to the 122 feet by 63 feet screen, one of the largest in the territory. J. Stoner Hadden, Hadden Theatre Supply, Louisville, who installed the lamps, is shown, left, in the projection room with William E. Porter, of the firm of Fields and Porter, owners and operators of the drive-in. Also shown, right, are the three projectionists, William Kelly; Jesse Hopewell, business agent, Local 163; and James E. Bolus.

1st Choice
for the PRIME LENS
SUPER SNAPLITE
KOLLMORGEN OPTICAL CORP.
SUPER SNAPLITE
f/1.7

8 out of 10 Exhibitors today choose
a Kollmorgen Super Snaplite for
their prime lens. Perhaps this
is because for more than
thirty years Snaplites have
been the standard by
which all other lenses
have been judged.

For speed, for contrast, for
definition and for terrific brilliance on
the screen, your 1st Choice is a Super Snaplite.

Write for Bulletin 222.
Tesma Show, Miami—Booth 212

KOLLMORGEN
Optical CORPORATION
NORTHAMPTON, MASSACHUSETTS

# Taylor, Henken, Others Promoted In RCA Shuffle

JOHN P. TAYLOR

HERMAN R. HENKEN

CAMDEN, N. J.—Appointment of John P. Taylor to the newly created post of manager, marketing plans and services, RCA Industrial Electronic Products, was announced recently by A. R. Hopkins, manager, RCA Industrial Electronic Marketing Department.

Herman R. Henken, for the past three years advertising and sales promotion manager, RCA Theatre and Industrial Products, succeeds Taylor as manager, advertising and sales promotion, RCA Industrial Electronic Products. He will have responsibility for activities relating to the advertising and sales promotion of all RCA industrial electronic products.

In his new capacity, Taylor will be responsible primarily for the formulation of broad marketing and services plans to meet electronic equipment needs. He will also have supervisory responsibility for advertising, sales promotion, business development, market research, and functional product design activities.

Henken joined the sales organization of RCA's Theatre and Industrial Products Department in 1944. In addition to holding specific product responsibilities, he was the department's sales correspondent. Henken transferred to the RCA advertising and sales promotion department as a copywriter for theatre, sound, and audio-visual products. Three years later, he was appointed advertising and sales promotion manager, RCA Theatre and Industrial Products Department.

Later, RCA announced the appointment of Rolland L. Shoemaker to the post of manager, Commercial Service, RCA Service Company. Shoemaker has been serving as manager, Commercial Service Field Administration, for the past fifteen months. He succeeds Conrad R. Odden, who was recently named manager, General Quality Control, RCA Victor Radio Division.

Shoemaker is succeeded by Clint E. Walter, former administrator, Field Television.

## Free Slide Rule

A self-computing slide rule that determines screen size, projection distance, and focal length of lens required for any type of overhead or opaque projector is being made available to dealers and users, free of charge, by the Projection Optics Company.

This slide rule makes it easy for those using visual aid projectors to compute the individual specifications required to meet specific projection problems, it is said. A letter to Projection Optics Company, 330 Lyell Avenue, Rochester 6, N. Y., on company stationary will bring one to you without cost.

## New Roofed Theatre

HARTFORD, CONN. — Bernie Menschell, Manchester Drive-In Theatre Corporation, Bolton Notch, Conn., and Green Manor Estates, Inc., Manchester, Conn., announced plans for a $300,000 1,200-seat conventional theatre, to be erected this winter on the east section of the Manchester Shopping Parkade. A spring opening is anticipated. Of brick-and-glass, the facility will feature the latest projection equipment, including Todd-AO. The theatre will be known as the Parkade Cine.

## Westrex's Tower Departs

NEW YORK—W. S. Tower, Jr., managing director of Westrex Corporation's subsidiary company in England, Westrex Company Limited, returned to London last fortnight following conferences with Westrex's officials here.

# New Campaign Aids Will Rogers Hospital

NEW YORK—A concentrated, combined drive by theatre equipment manufacturers and dealers and their employees to raise money for the Will Rogers Hospital and Research Laboratories began to take shape last month with the appointment of committees with representatives in various parts of the country to put into work the effort necessary to produce money-raising results.

Committee members expressed the belief that contributions from employees would serve the dual purpose of educating them that the Will Rogers Hospital belongs to them and will treat them and their families free for almost all chest diseases, and at the same time solicit the employees for contributions.

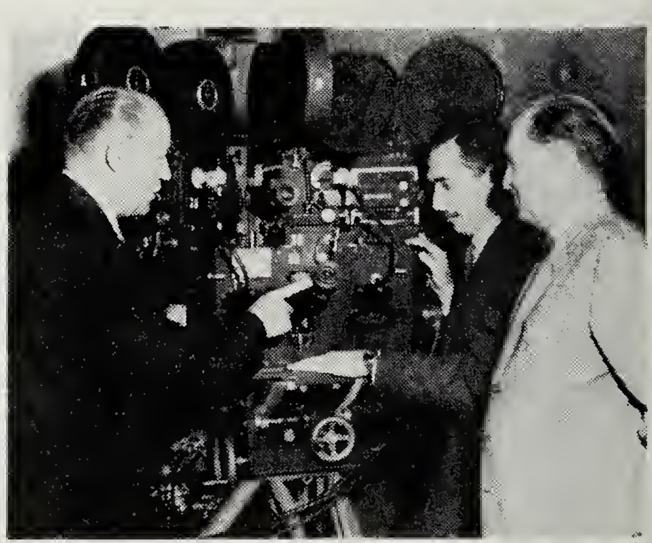
Christmas Salute Scrolls will be forwarded to all theatre equipment manufacturers and dealers with the request that employees be asked to pledge any sum within their means.

Lee Jones, president, Theatre Equipment and Supply Manufacturers Association, is chairman for the manufacturers. George Hornstein, president, Joe Hornstein, Inc., is chairman for the theatre equipment dealers. Merlin Lewis, executive secretary of TESMA, has been named coordinator of the manufacturers-dealers combined drive. Harold Hornstein, Joe Hornstein, Inc., Miami office, has been named chairman of the local arrangements committee. Hornstein will be responsible for details in connection with what is expected to be a highlight of the combined drive, the appearance of a Healthmobile on the floor of the NAC-TESMA-TOA Second International Trade Show, and at the joint meetings of TESMA and TEDA preceding the Trade Show next month in the Americana Hotel, Bal Harbour, Fla.

## Westrex Tests New System

NEW YORK—Westrex Corporation states that it has tested and proven its new "StereoDisk" System for recording and reproducing two channel sound from records. Tests demonstrated high quality reproduction from records made with the new StereoDisk recorder, it was reported.

This new type of recording is made by cutting, with a single stylus, two separate recordings of identical sound quality in a single groove. The stylus is actuated by two separate sound channels of identical characteristics.



**Elmer C. Rhoden, president of National Theatres, Inc., left, Coleman T. Conroy, camera photographic chief, and Frank H. Ricketson, Jr., vice-president and general manager of theatre operations, examine revolutionary three-cameras-in-one photographic unit used to film Louis de Rochemont's "Cinemiracle Adventure," initial NT production.**

Consistent
Maximum
Light
at
Greater
Economy

DIAMOND
PROJECTION
CARBONS

70 PINE STREET • NEW YORK 5, N. Y.

## RCA Distributorships Go To Theatre Dealers

CAMDEN, N. J.—A new product-distribution program under which RCA Theatre Supply Dealers can become distributors of a broader theatre sound equipment line was announced last fortnight by A. J. Platt, manager, Theatre and Audio-Visual Sales, Theatre and Industrial Products Department, Radio Corporation of America.

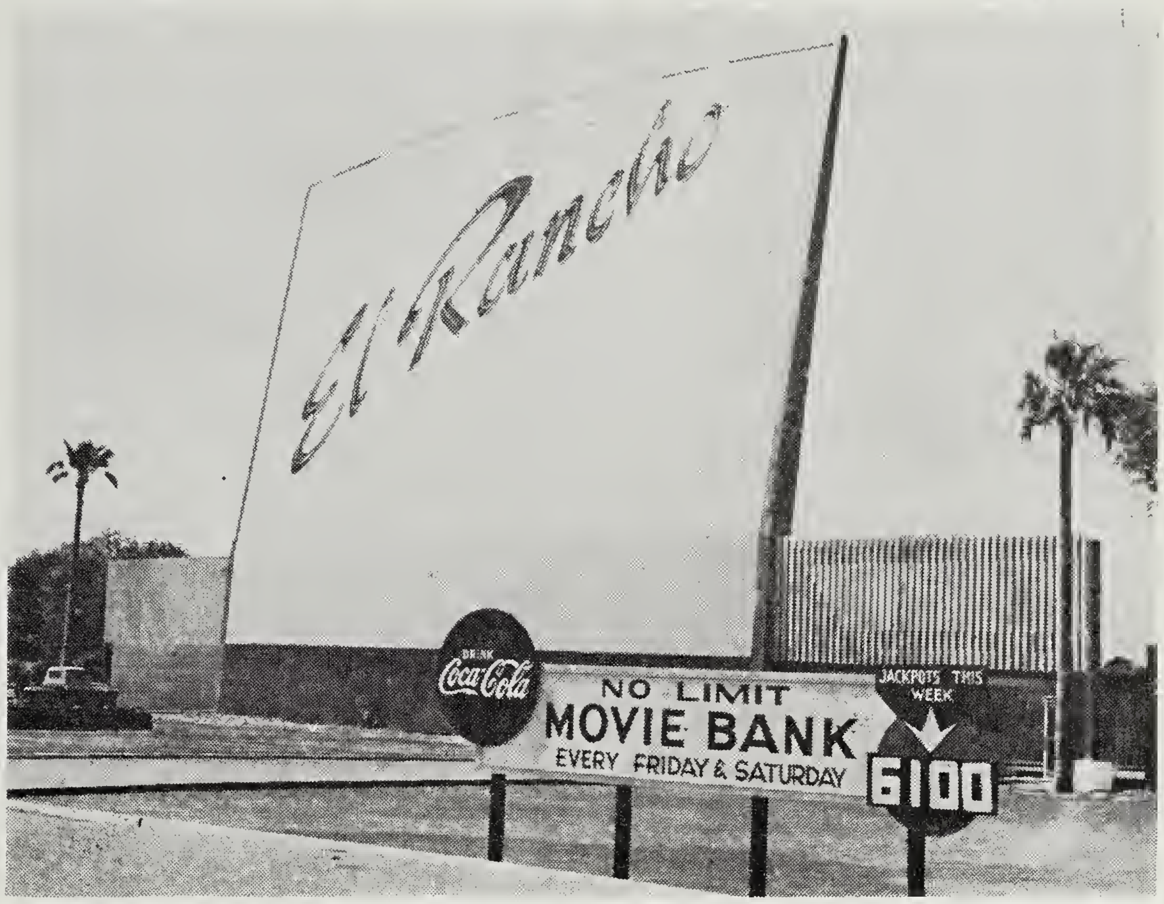
Under the program, which becomes effective Jan. 1, RCA will convert its Theatre Supply Dealers organization to RCA Theatre Sound Equipment Distributorships embracing RCA's theatre sound equipment line, new types of "packaged" sound equipment, and a new restaurant sound communications system, the "Dine-A-Com."

The new distributorships, Platt said, are now being offered to RCA's 27 Theatre Supply Dealers, located in key film centers throughout the country.

In addition to RCA theatre sound equipment, the new distributors will market "packaged" lines of microphones, loud speakers, and amplifiers for wide application; the new "Dine-A-Com" restaurant communications system, which will become available later this year; and new types of sound products now under development for study.

The "Dine-A-Com" system, Platt said, illustrates the types of allied RCA products and equipment which will be made available to the new Theatre Sound Equipment distributors. It is an intercommunications system which enables each patron of a drive-in theatre to place his food order remotely and immediately.

## Fiberglas Theatre Sign Uses 221 Panels



A HUGE theatre sign, utilizing over 7,500 square feet of corrugated Alsynite translucent fiberglas panels, marks the entrance to the El Rancho Drive-In, Sacramento, Calif. The unique unit required 221 sheets of 12 foot by 34 inch Series 150 Fiesta Yellow Alsynite, mounted on plywood backing. The outdoor motion picture screen appears on the opposite side. When floodlit, the installation can be seen at long distances at night to attract movie-goers. Alsynite is reported to have many practical uses in theatres.

## GPL Earnings Up, Dividend Declared

NEW YORK—General Precision Equipment Corporation registered substantial gains in sales and earnings during the first half of 1957, Hermann G. Place, president, reported recently. Consolidated net income for the six months ended June 30 totaled $2,662,253, more than double the net income of $1,154,559 reported for the first six months of 1956.

Net income in the latest six months was equal, after preferred dividends, to $2.10 per share on the 1,125,806 common shares outstanding at the end of the period. This compares with 84 cents per share, after preferred dividends, for the six months ended June 30, 1956, on 1,066,579 shares outstanding.

GPE directors subsequently declared a dividend of 60 cents per share on the common stock, payable Sept. 15 to stockholders of record Aug. 28. Directors also declared quarterly dividends of $1.1875 per share on the $4.75 cumulative preferred stock; 40 cents per share on the $1.60 cumulative convertible preference stock; and an initial dividend of 67 2/3 cents on the new three dollar cumulative convertile preference stock, covering the period from the date of issuance, June 24 to Sept. 1, of this year.

### Equipment Firms Merge

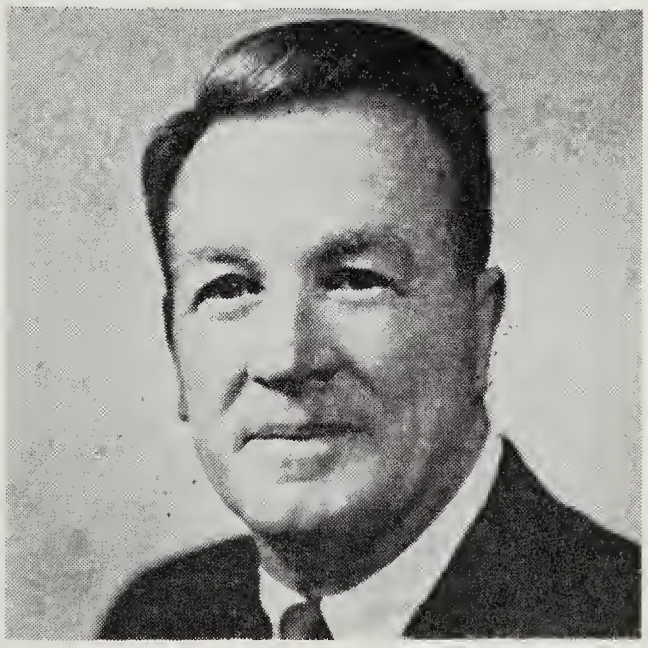
SAN ANTONIO—J. H. Elder, president, Sterling Sales and Service, recently announced the merger of Modern Theatre Equipment Company and Sterling to form Modern Sales and Service, Inc. There will be no change in personnel.

In addition to Elder, executives include C. C. Hoover, Charles McKinney, purchasing and sales; J. C. Skinner, projection and sound; C. E. Holmes, air conditioning and heating; and Kendall Way, concessions.

### GPE In Canadian Deal

TORONTO—A reciprocal Canadian-United States sales and manufacturing exchange agreement covering a wide variety of advanced technological products has been concluded by A. V. Roe Canada Limited and General Precision Equipment Corporation of New York.

The announcement was issued jointly by Crawford Gordon, Jr., Roe president, and Hermann G. Place, GPE president.



**At a recent meeting of the board of directors of the Kollmorgen Optical Corporation, Richard Rachals was named vice-president in charge of engineering. Rachals, a native of Pittsburgh, received his degrees of Mechanical Engineer and Master of Science from Stevens Institute of Technology. During World War II, he was technical assistant to the president of Gibbs and Cox, Inc., naval architects.**

Don't Miss an Early Spring Opening

**Drive-ins for 1958 should be planned now.**

When it comes to drive-ins The Ballantyne Company has always taken pride in being more than just a manufacturer of sound and projection equipment. We feel that countless owners and operators want help and advice on how to build a better, more economical drive-in.

When you purchase Ballantyne equipment, free help and plans come with the job. You get the background of experience from Ballantyne engineers, who know drive-ins and have planned them by the hundreds. Take two minutes and drop us a line if you are planning a new drive-in.

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# DRIVE-IN NOTES

Hartford, Conn., drive-in developer A. J. Bronstein and his son, Joseph, are building the Sierra Vista Drive-In, a 500-car, $200,000 facility, and shopping center at Fort Huachuca, Ariz., 100 miles southeast of Tucson. A similar project is planned for the Trenton, N. J., area by A. J. Enterprises, which lists A. J. Bronstein as president and Joseph Bronstein as vice-president and general manager.

**Bud Mutchler, National Theatre Supply branch manager in Cleveland, reports that drive-ins in that area are going glamorous. They are beginning to use decorative color paints on all paintable areas, instead of the conventional white. Mutchler recently color-styled Skirball Brothers' Stark Drive-In, Massilon, O., and is now completing plans to use teal blue and yellow throughout the Defiance Drive-In, Defiance, O., managed by Elmer DeWitt and recently purchased by Jack Armstrong and his associates. Spatz color style paint is used.**

Now that the owners are operating the Memorial Drive-In, West Springfield, Mass., many improvements have been made. With a new manager, Ralph Carenza, a former Stanley Warner manager, the owners have put up a new concession building containing a four-lane cafeteria with all modern equipment. A new CinemaScope screen measuring 110 by 55 feet was purchased from National Theatre Supply, an elaborate new playground has been equipped by Miracle, and the entire property is enclosed by chain-link fences. They have also hard-topped the ramps, and revamped part of the theatre, enlarging it by about 100 cars.

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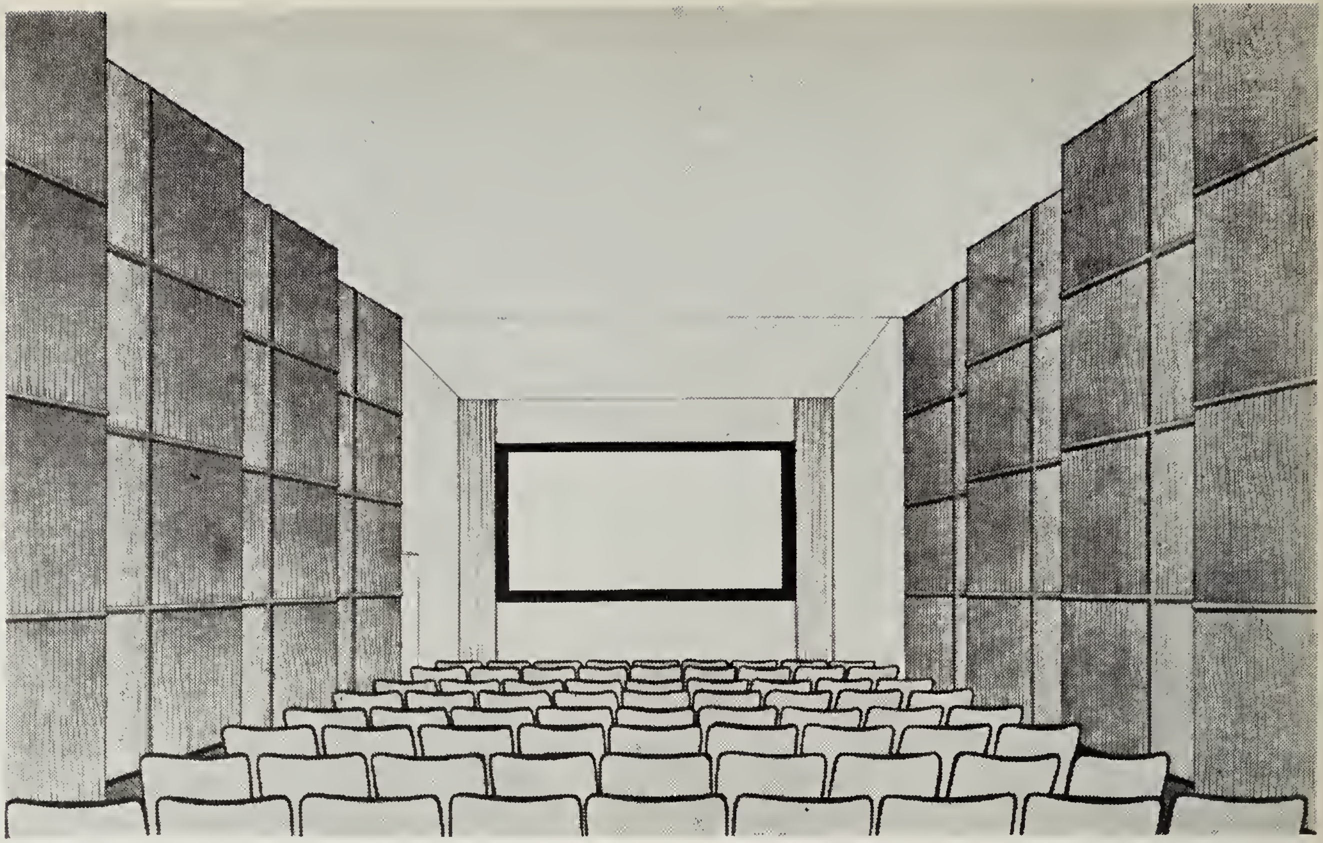


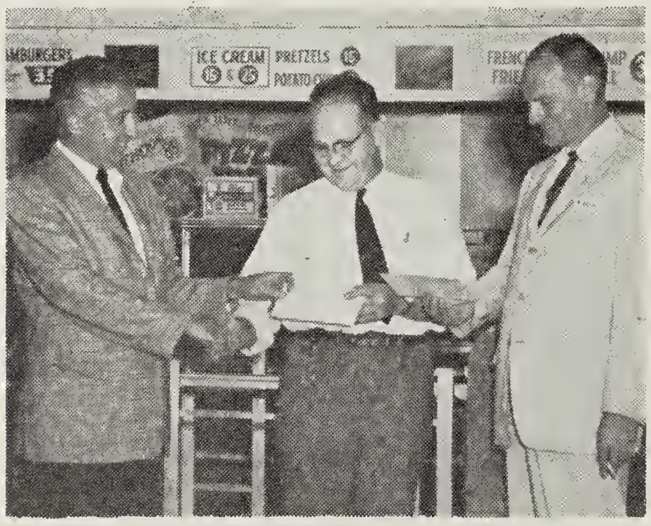
A rendering by Michael Saphier Associates, Inc., for the design of the screening room to be incorporated in the new offices to be occupied by Warner Brothers at 666 Fifth Avenue, New York, indicates the advanced design and comfort which will characterize the theatre.

**A recent addition to the theatre scene at Richmond, Va., is the new Circle Drive-In, adjacent to the Southside Shopping Center at McGuire Circle. The new ozoner is the ninth in the area.**

**The Circle is equipped with a screen measuring 75 by 120 feet and has a capacity of 1,200 automobiles. It is operated by Johnson and Saunders and managed by Pat Patrick, of Petersburg, Va.**

The Middletown Drive-In, Middletown, Conn., owned by Sal Adorno, Jr., has completed extensive redecorating and relandscaping, including planting of brush and other scenery in area fronting the Middletown-Saybrook highway.

**The Ponta Delgada Drive-In, North Tiverton, R. I., was opened to the public last month. This 900-car theatre is owned by Hyman Lepes and Norman Zalkind, both of Fall River, Mass. The layout was designed and executed by Richard Rubin. Wherever possible, the owners used local craftsmen and labor, making the theatre a community affair. One feature is 100 benches on either side of the concession building where walk-ins can view the film. Situated in a residential area, the ozoner has playground area equipped by Miracle. The property is enclosed by wooden fences, purchased from Walpole Woodworking Company. The concession building, equipped by Theatre Candy Company, serves many dishes made locally. The booth is Century-equipped by Massachusetts Theatre Equipment Company, with Sound Engineering Company supervising the sound.**



Dick Kirsh, Berlo Vending Company district supervisor in Washington, left, presents a certificate to George Wright, concession manager, Bengie's Drive-In, Baltimore, Md., at center, and Hank Vogel, owner and manager of Bengie's, right, completing the recent Berlo eastern zone sales contest. Wright was tops in the zone, while Vogel's theatre was cited as a winner in Kirsh's district and as grand division prize winner.

## New Art House

CLEVELAND — The Mayfield Art, formerly the Mayfield, reopened recently under the new management of Jack Silverthorne and Jack Lewis, the latter a former RKO salesman, following remodeling and redecoration.

The lounge foyer was enlarged by removal of the last few rows of seats, eliminating the back auditorium rail, and by building this into a solid wall from floor to ceiling, covered with flowing, pleated drapes. Auditorium wall panels also are treated with pleated drapes. Coffee is served between shows in the lounge foyer, which is furnished with divans, lounge chairs, low tables, and lamps.

## New Carpet Installations

CLEVELAND — Bud Mutchler, National Theatre Suply branch manager, reports growing exhibitor interest in new carpets for theatres. Among Ohio theatres in which he recently installed new carpets are the Vine, Willoughby; Tower, Canton; and Regent, Cleveland.

## Refurbishing Completed

JACKSONVILLE—As a part of a $26,000 improvement program in the Beach here, A. J. Abadessa, manager, has installed 642 new seats. Other improvements include a complete painting, inside and out, while the front portion of the building has been remodeled. The Beach, operated in conjunction

## Metro Drive-In

(*Continued from Page PE-7*)

Rome situation is operated in association with an enterprising Italian who started the project but could not finish it because of problems posed by the fact that it was unique in its setting. Loew's improved on the plans and worked out the final details of construction.

SECTION TWO • VOL. 58, No. 24
OCTOBER 9, 1957

This yellow paper Check-Up is published every second week, alternating with the pink paper Reviews of all features and short subjects, as a special section of MOTION PICTURE EXHIBITOR. Every issue of the Check-Up serves as a complete reference index to all feature motion pictures and short subjects reviewed during the post year, plus the features from all sources that are known to be nearing completion. Combined, the yellow and pink sections represent a unique informative service to theatremen, specially created and carefully maintained by the editors of—

MOTION PICTURE EXHIBITOR
246-48 N. Clarion St., Philadelphia 7, Pa.

# MOTION PICTURE EXHIBITOR SERVISECTION

*THE CHECK-UP of all features and short subjects reviewed during the preceding 12-month period*

## Allied Artists

ATTACK OF THE CRAB MONSTERS (5703)—MD—Richard Garland, Pamela Duncan—For the lower half—64m.—4-17-57—4313.

BADGE OF MARSHAL BRENNAN, THE—(5713)—W—Jim Dovis, Arleen Whelan, Louis Jean Heydt—Average western—74m.—9-4-57—4373.

BLONDE SINNER (5635)—D—Diana Dors, Michael Craig—For the lower half—72m.—2-6-57—4285—(B).

CALYPSO JOE (5711)—C—Herb Jeffries, Angie Dickinson, Edword Kemmer—Lower half entry with Calypso beat—76m.—9-18-57—4377—(B).

CANYON RIVER (5620)—W—George Montgomery, Marcia Henderson—Okay western—80m.—11-14-56—4249—DC—CS.

CHAIN OF EVIDENCE (5701)—MD—Bill Elliott, James Lydon, Claudia Barrett—For the duallers—64m.—2-20-57—4289.

CRUEL TOWER, THE (5691)—MD—John Ericson, Marl Blonchard, Charles McGraw—Okay thriller for lower half—80m.—1-9-57—4273—(B).

DAUGHTER OF DR. JEKYLL (5710)—MD—John Agor, Gloria Talbott, Arthur Shields—Dull and pointless horror yarn—71m.—8-21-57—4365—(B).

DEATH IN SMALL DOSES (5729)—MD—Peter Graves, Mola Powers—Exciting meller to perk up the program—79m.—8-21-57—4365.

DESTINATION 60,000 (5715)—D—Preston Foster, Pat Conway, Jeff Donnell—For the lower half—65m.—4349.

DINO (5721)—D—Sal Mineo, Brian Keith, Susan Kohner—Interesting yarn on juvenile delinquency—96m.—4349.

DRAGOON WELLS MASSACRE (5709)—W—Borry Sullivan, Dennis O'Keefe, Mona Freemon—Good, large scale western—88m.—6-12-57—4337—DC—CS.

FIGHTING TROUBLE (5623)—C—Huntz Holl, Stanley Clements, Adele Jergens—Lower half filler—60m.—12-26-56—4265—(B).

FOOTSTEPS IN THE NIGHT (5708)—MD—Bill Elliott, Dan Haggerty, Eleanor Tanin—Okay lower half entry—62m.—4-3-57—4305.

HIGH TERRACE (5630)—MD—Dale Robertson, Lois Maxwell, Derek Bond—For the lower half—70m.—2-20-57—4289—English.

HOLD THAT HYPNOTIST (5706)—C—Huntz Hall, Stonley Clements, Jane Nigh—Average Bowery Boys series entry—61m.—3-20-57—4301.

HOT ROD RUMBLE (5717)—MD—Leigh Snowden, Richord Hortunion, Wright King—Lower half entry has teenage appeal—79m.—10-2-57—4381.

HOT SHOTS (5632)—C—Huntz Hall, Stanley Clements, Jol Lansing—Series average—61m.—2-20-57—4289.

LAST OF THE BADMEN (5705)—W—George Montgomery, Keith Larsen, Meg Randall—Good, suspenseful western—80m.—3-6-57—4297—DC—CS.

LET'S BE HAPPY (5707)—MU—Tony Martin, Vera Ellen, Rabert Flemyng—Light and entertaining—93m.—6-12-57—4337—TC—CS—English.

LOVE IN THE AFTERNOON (5719)—C—Gary Cooper, Audrey Hepburn, Maurice Chevalier—Highly entertaining comedy should have wide appeal—125m.—6-12-57—4337—(B).

NOT OF THIS EARTH (5704)—MD—Paul Birch, Beverly Garlond, Morgan Jones—Fair horror meller—67m.—4-17-57—4313.

OKLAHOMAN, THE (5712)—W—Joel McCrea, Barbara Hale, Gloria Talbott—Good western—80m.—6-26-57—4341—DC—CS.

PORTLAND EXPOSE—MD—Edward Binns, Carolyn Croig—Topical meller packs plenty of punch—72m.—9-4-57—4373—(B).

ROSE BOWL STORY, THE—(5204)—C—Morsholl Thompson, Vera Miles, James Dobson—Reissue has angles—75m.—12-12-56—4261—Color—RE.

SPOOK CHASERS (5716)—C—Huntz Hall, Stonley Clements, Dorlene Fields—Bowery Boys' series average—62m.—10-2-57—4381.

STRANGE INTRUDER (5619)—MD—Edmund Purdom, Ida Lupino, Ann Harding—Good adult postwar meller—82m.—11-28-56—4257.

SUDDEN DANGER (5540)—MD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—1-11-57—4085.

YOUNG GUNS, THE (5623)—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—11-14-56—4249—(B).

### TO BE REVIEWED

AFFAIR IN HAVANA—John Cassovetes, Roymond Burr, Sora Shane.
AQUA DIVE GIRL (5718)—Mora Corday, Pot Conway.
BEAST OF BUDAPEST—Michoel Mills, Violet Rensing, Gerold Milton.
BRIDE AND THE BEAST, THE—Lance Fuller, Chorlotte Austin.
COLE YOUNGER, GUNFIGHTER—Fronk Lovejoy, Jomes Best, Abby Dolton—C—CS.
CYCLOPS—James Craig, Tom Drake, Lon Chaney, Gloria Talbott.
DISEMBODIED, THE (5720)—Poul Burke, Allison Hayes—(B).
FROM HELL IT CAME—Tod Andrews, Tino Carver.
GUN BATTLE AT MONTEREY—Sterling Hoyden, Pomelo Duncon.
HONG KONG INCIDENT—Jack Kelly, May Wynn, Richard Loo.
HUNCHBACK OF PARIS (5725)—Gina Lollobrigido, Anthony Quinn—France—TC—CS.
LOOKING FOR DANGER—Bowery Boys.
MAN FROM MONTEREY—Sterling Hayden, Pamela Duncan, Ted DeCorsia.
NAKED IN THE SUN—Jomes Craig, Lita Milan, Borton Moclane—Color.
NEVER LOVE A STRANGER—John Drew Borrymore, Lita Milan.
NEW DAY AT SUNDOWN—George Montgomery, Susan Cummings—Color—CS.
ON THE MAKE—Bowery Boys.
OREGON PASSAGE—John Ericson, Lola Albright—Color—CS.
PERSUADER, THE (5714)—William Talman, Kristine Miller, James Craig.
SABU AND THE MAGIC RING—Sabu, Daria Mossey.
STORM OUT OF THE WEST (5702)—Dale Robertson, Brian Keith, Rossana Rory.
TALL STRANGER, THE—Joel McCrea, Virginio Mayo—Color—CS.
TEENAGE DOLL—June Kenney, Foy Spain, John Brinkley.
UNDERSEA GIRL—Moro Cordoy, Pat Conway.

## American International

CAT GIRL—MD—Barbara Shelley, Robert Ayres, Kay Collord—Mediocre horror film—69m.—4381—10-2-57—English.

DRAGSTRIP GIRL—MD—Fay Spain, Steve Terrell—Programmer with teen-age appeal—70m.—6-26-57—4341—(B).

FLESH AND THE SPUR—W—Jahn Agar, Touch Connors, Marla English—Average western—80m.—3-6-57—4297—PatheColor—(B).

I WAS A TEENAGE WEREWOLF—MD—Michoel Landon, Yvonne Lime—Okay horror entry—76m.—9-4-57—4373.

INVASION OF THE SAUCER-MEN—MD—Steve Terrell, Gloria Castillo—Science fiction entry with and for teeners—70m.—9-4-57—4373.

IT CONQUERED THE WORLD—MD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—10-31-56—4245.

NAKED PARADISE—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supporting feature—71m.—2-20-57—4289—Color—(B).

ROCK ALL NIGHT—MUMD—Dick Miller, Abby Dalton—Lower half filler—63m.—6-26-57—4341.

RUNAWAY DAUGHTERS—D—Marla English, John Litel, Anna Sten—For the lower half—88m.—11-14-56—4249—(B).

SHAKE, RATTLE AND ROCK—MU—Fats Damina, Lisa Gaye, Tauch Connors—Exploitable programmer—77m.—11-14-56—4249.

SHE CREATURE, THE—MD—Chester Morris, Marla English, Tom Conway—Lower half filler—77m.—10-31-56—4245.

UNDEAD, THE—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly involved horror entry—71½m.—4-3-57—4305.

VOODOO WOMAN—MD—Marla English, Tom Conway, Touch Connors—Inferior lower half entry—75m.—4-3-57—4305.

### TO BE REVIEWED

AMAZING COLOSSAL MAN, THE—Glenn Langon, William Hudson.
MOTORCYCLE GANG—Anne Neyland, Steve Terrell, John Ashley.
SORORITY GIRL—Susan Cabot, Barbara O'Neill, Dick Miller.
VIKING WOMEN—Kipp Hamilton, Irish McCalla, Suson Cabot.

## Associated

MAN BEAST—MD—Rack Madison, Virginia Maynor, Tom Maruzzi—For the lower half—62m.—2-20-57—4290.

NAKED GUN—W—Willard Parker, Mara Corday, Barton MacLane—Lower half western—69m.—4-3-57—4305.

## Buena Vista

BAMBI—CAR—Reissue is topflight disney—71m.—7-24-57—4357—TC—RE.

CINDERELLA—CAR—Reissue is topnotch Disney—74m.—1-9-57—4273—TC—RE.

IF ALL THE GUYS IN THE WORLD . . .—D—Andre Valmy, Jean Gaven, Marc Casset—Exciting Impart—95m.—5-1-57—4317—French—Titles.

JOHNNY TREMAIN—MD—Hal Stalmaster, Luana Patten, Jeff York—Family entry has colorful Revolutionary War background—80m.—5-15-57—4325—TC.

PERRI—DOC—A Wolt Disney presentation—Another Disney triumph—75m.—9-18-57—4377—TC.

SECRETS OF LIFE—DOC—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—10-31-56—4241—TC—Part CS.

WESTWARD HO, THE WAGONS—W—Fess Parker, Kathleen Crowley, Jeff York—Attractive western, especially for younger set—90m.—12-26-56—4265—TC—CS.

## KEY

Letters in parenthesis ( ) indicate Catholic Legion of Decency ratings where the picture is classified either objectionable in part for all (B) or condemned (C). Films without such a rating are either unobjectionable or unclassified by the Legion.

Number in parenthesis ( ) following titles indicates production release number. Following running time is date and page of review.

Abbreviations following release number indicate type of picture:

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
NOV—Novelty
TRAV—Travelogue
W—Western

Other abbreviations indicate projection and color processes:

CS—CinemaScope
DC—DeLuxe Color
EC—Eastman Color
MC—MetroColor
NA—Naturama
RS—Regalscope
SS—SuperScope
TC—Technicolor
TE—Technirama
TR—Trucolor
VV—VistaVision
WC—WarnerColor

All reissues, both features and shorts, are indicated by RE.

**YANG KWEI FEI**—D—Joponese cast—For the art spots—92m.—10-31-56—4241—EC—Japanese—Titles.

TO BE REVIEWED

**LIGHT IN THE FOREST, THE**—Fess Parker, James MacArthur, Carol Lynley—TC—(Disney).
**MISSOURI TRAVELER**—Brandon DeWilde, Gary Merrill—TC—(Whitney).
**OLD YELLER**—Fess Parker, Jeff York, Dorothy McGuire—TC.
**SLEEPING BEAUTY**—Walt Disney—TC—TE.
**YOUNG LAND, THE**—Potrick Wayne, Patricia Croig, Dan O'Herlihy—TC.

## Columbia

**ABANDON SHIP** (139)—D—Tyrone Power, Mal Zetterling, Lloyd Nolon—Highly interesting drama—100m.—4-3-57—4306—English.

**BEYOND MOMBASA** (142)—D—Cornel Wilde, Donna Reed—Satisfactory programmer—90m.—5-29-57—4333—TC.

**BROTHERS RICO, THE**—(211)—MD—Richard Conte, Dianne Foster, Larry Gates—The syndicate strikes again—91m.—9-4-57—4373.

**BURGLAR, THE** (143)—MD—Dan Duryea, Jayne Mansfield, Martha Vickers—Mansfield name will help over-involved program meller—90m.—5-1-57—4317—(B).

**CALYPSO HEAT WAVE** (147)—MU—Johnny Desmond, Merry Anders, Meg Myles—Plenty of appeal for youthful Calypso-maniacs—86m.—6-12-57—4337—(B).

**DOMINO KID** (215)—W—Rory Calhoun, Kristine Miller—Good western—74m.—8-21-57—4365—(B).

**DON'T KNOCK THE ROCK** (125)—MU—Bill Haley and Comets, Alan Dale, Patricio Hardy—For the rock 'n' roll addicts or as filler far the lower half—80m.—12-26-56—4265.

**FIRE DOWN BELOW** (201)—D—Rita Hayworth, Robert Mitchum—Calorful, slightly off-beat drama benefits from top name values—116m.—5-29-57—4333—TC—CS—(B).

**FULL OF LIFE** (130)—C—Judy Holliday, Richard Conte, Salvodore Boccaloni—Highly enjoyable entertainment—91m.—12-26-56—4265.

**GARMENT JUNGLE** (144)—MD—Lee J. Cobb, Gia Scala—Tough pro-union story is hard hitting melodrama; but will need push—88m.—5-1-57—4317.

**GIANT CLAW, THE** (146)—MD—Jeff Morrow, Mara Cordoy—Lower half filler—76m.—6-26-57—4341.

**GUNS FOR FORT PETTICOAT, THE** (131)—W—Audie Murphy, Kathryn Grant, Hope Emerson—Good action programmer—82m.—3-20-57—4301—TC.

**HARLEM GLOBETROTTERS, THE**—(218)—NOV—Thomas Gomez, Dorothy Dandridge, Harlem Globetrotters—Reissue is good sports show for some spots—80m.—10-2-57—4381—RE.

**HEART OF SHOW BUSINESS, THE** (0199)—DOC—Produced and directed by Ralph Stoub—Excellent stary of Variety Clubs International—40m.—5-29-57—4333—TC.

**HELLCATS OF THE NAVY** (141)—D—Ronald Reagan, Nancy Dovis, Arthur Franz—Okay programmer of submarine warfare—82m.—5-1-57—4317.

**JEANNE EAGELS**—204—D—Kim Novak, Jeff Chandler, Agnes Moorehead—Highly interesting, well-made biographical drama—109m.—7-24-57—4357—(B).

**LAST MAN TO HANG, THE** (117)—D—Tom Conwoy, Elizabeth Sellars, Freda Jackson—For the lower half—75m.—11-14-56—4250—English.

**MAGNIFICENT SEVEN, THE**—MD—Japanese cast—Very good entry for art and specialty spots—158m.—1-23-57—4277—Japanese—Titles—(B).

**MAN WHO TURNED TO STONE, THE** (134)—MD—Victor Jory, Ann Doran, Chorlotte Austin—Average horror entry for the duallers—71m.—2-20-57—4290—(B).

**NIGHTFALL** (127)—MD—Aldo Ray, Brian Keith, Anne Bancroft—Suspenseful meller should be welcome addition ta the program—78m.—12-12-56—4261.

**NIGHT THE WORLD EXPLODED, THE** (145)—MD—Kathryn Grant, William Leslie—Science fiction meller far the duallers—64m.—6-26-57—4341.

**NO TIME TO BE YOUNG** (206)—MD—Robert Vaughn, Roger Smith, Dorothy Green—Ordinary dualler on delinquency theme—82m.—8-7-57—4361.

**OPERATION MAD BALL**—C—Jack Lemmon, Kathryn Grant, Mickey Rooney—Very funny comedy—105m.—9-4-57—4374.

**PAL JOEY**—MU—Rita Hayworth, Frank Sinatra, Kim Novak—Highly enjoyable entertainment—111m.—9-18-57—4377—TC.

**PAPA, MAMA, THE MAID, AND I**—C—Robert Lamoureaux, Gaby Morlay—One af the better French farces for the art houses—94m.—10-31-56—French—Titles and Narration.

**PARSON AND THE OUTLAW, THE**—(212)—W—Anthony Dexter, Marie Windsor, Buddy Rogers—Religious western for duallers—71m.—9-4-57—4374.

**PHANTOM STAGECOACH, THE** (137)—W—William Bishop, Kathleen Crowley, Richard Webb—Mediocre western for the duallers—69m.—4-13-57—4306.

**PICKUP ALLEY** (208)—MD—Victor Mature, Anita Ekberg, Trevor Howard—Fast meller should please action fans—92m.—8-7-57—4361—CS.

**RIDE THE HIGH IRON** (128)—D—Don Taylor, Sally Forrest, Raymond Burr—Lower half entry—74m.—12-12-56—4261.

**ROGUES OF SHERWOOD FOREST** (1072)—D—John Derek, Diano Lynn. George Macready—Reissue is okay adventure pragrammer—80m.—10-31-56—4241—RE.

**RUMBLE ON THE DOCKS** (124)—D—Jomes Darren, Lourie Corroll—Average meller of 'teen-age violence will appeal most ta 'teen-age audiences—82m.—2-20-57—4290—(B).

**SEVENTH CAVALRY, THE** (121)—MD—Randolph Scott, Barbara Hale, Jay C. Flippin—Okay outdoor meller—75m.—10-31-56—4241—TC

**SHADOW ON THE WINDOW, THE** (133)—MD—Phil Carey, Betty Garrett, John Borrymare, Jr.—Okay programmer—73m.—3-6-57—4297.

**SIERRA STRANGER** (140)—W—Howard Duff, Gloria McGhee, Dick Foran—Mediocre western—74m.—5-15-57—4325.

**STRANGE ONE, THE** (138)—D—Ben Gozzara, Pat Hingle, Mark Richman—Filmization of play and novel is aff-beat and Interesting—97m.—4-3-57—4206—(B).

**STORY OF ESTHER COSTELLO, THE**—(214)—MD—Joan Crawford, Rosanno Brazzi, Heather Sears—Good Crawford entry is made to order for the ladies—103m.—10-2-57—4381—English—(B).

**SUICIDE MISSION** (123)—DOC—Leif Larsen—Lower half entry—70m.—11-14-56—4250—Filmed in Norway and Shetlond Islands.

**TALL T, THE** (136)—W—Randolph Scott, Maureen O'Sullivan, Richard Boone—Goad Scott entry should please western and actian fans—78m.—4-3-57—4306—TC.

**TEN TALL MEN** (119)—MD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Reissue is good adventure yarn—97m.—10-31-56—4242—TC—RE.

**TIJUANA STORY, THE**—(220)—MD—Rodolfo Asosta, James Darren, Jean Willes—For the lawer half—72m.—10-16-57.

**TOWN ON TRIAL** (207)—MD—John Mills, Barbara Bates, Charles Coburn—For lower half 95m.—4349—English—(B).

**TOREROI**—DOC—Luis Procuna—Okay bullfight picture—75m .— 4349 — Mexican — English narration.

**3:10 TO YUMA** (210)—W—Glenn Ford, Van Heflin, Felicia Farr—Well-made yarn has oction and suspenseful drama—92m.—8-21-57—4365.

**20 MILLION MILES TO EARTH** (202)—MD—William Hopper, Joan Taylor—Mediacre science fictian feature far the duallers—82m.—6-12-57—4337.

**27TH DAY, THE** (203)—MD—Gene Barry, Valerie French—Good science fiction programmer—75m.—5-29-57—4333.

**UTAH BLAINE** (129)—W—Rory Calhoun, Susan Cummings, Angela Stevens—Average western fare for the duallers—75m.—1-23-57—4277.

**WHITE SQUAW, THE** (116)—W—David Brian, May Wynn, William Bishop—For the lower half—75m.—10-31-56—4242.

**WICKED AS THEY COME** (132)—MD—Arlene Dohl, Phil Carey, Herbert Marsholl—Fair meller for the program—94m.—1-9-57—4273—(B)—English.

**WOMAN OF THE RIVER** (213)—D—Sophia Loren, Gerard Oury—Can go in either the art spots or regulation houses—92m.—8-21-57—4365—Italy-English dubbing—TC—(B).

**YOU CAN'T RUN AWAY FROM IT** (118)—C—June Allyson, Jack Lemmon, Charles Bickford—Highly amusing camedy—95m.—10-17-56—4237—TC—CS—(B).

**YOUNG DON'T CRY, THE**—205—D—Sal Mineo, Jomes Whitmore, J. Carrol Naish—Mineo should draw teenagers—89m.—7-24-27—4357.

**ZARAK** (126)—MD—Victor Mature, Michael Wilding, Anita Ekberg—Calorful oction packed adventure shauld have wide appeal—99m.—12-26-56—4266—TC—CS—(B).

**ZOMBIES OF MORA TAU** (135)—MD—Grega Palmer, Allison Hoyes, Autumn Russell—Mild horrar entry for the duallers—70m.—3-6-57—4297—(B).

TO BE REVIEWED

**ADMIRABLE CRICHTON, THE**—Kenneth More, Diane Cilento—TC—English.
**BITTER VICTORY**—Richard Burton, Kurd Jurgens—CS.
**BONJOUR TRISTESSE**—David Niven, Deborah Kerr—Color—CS.
**BRIDGE ON THE RIVER KWAI, THE**—William Holden, Alec Guinness—TC—CS.
**COWBOY**—Glenn Ford, Jack Lemmon, Anno Kashfi—Calor.
**DECISION AT SUNDOWN**—Randolph Scott, Valerie French—TC.
**ESCAPE FROM SAN QUENTIN**—Johnny Desmond, Merry Anders, Peggy Maley.
**GIDEON'S DAY**—Jack Howkins, Anna Lee—England.
**GODDESS, The**—Kim Stanley, Lloyd Bridges, Steve Hill.
**GOING STEADY**—Molly Bee, Alan Reed, Jr., Irene Hervey.
**HARD MAN, THE**—Guy Madison, Volerie French—TC.
**HIGH FLIGHT**—Ray Milland, Sean Kelley, Anthony Newley—TC—CS—English.
**HOW TO MURDER A RICH UNCLE**—Nigel Patrick, Charles Coburn, Wendy Hiller—CS—English.
**KEY, THE**—William Holden, Sophia Loren, Trevor Howard—CS.
**LONG HAUL, THE**—Victor Mature, Diana Dors—English—(B).
**NIGHT OF THE DEMON**—Dana Andrews, Peggy Cummins—English.
**OTHER LIFE OF LYNN STUART, THE**—Betsy Palmer, Jack Lord.
**RESCUE AT SEA**—Gary Merrill, Nancy Dovis, Irene Hervey.
**RETURN TO WARBOW**—Phil Carey, William Leslie, Catherine McLeod—Color.
**SCREAMING MIMI**—Anita Ekberg, Phil Carey, Gypsy Rose Lee.
**SEVENTH VOYAGE OF SINBAD, THE**—Kerwin Mathews, Kothryn Gront—Color.
**SHE PLAYED WITH FIRE**—Jack Hawkins, Arlene Dahl, Dennis Price—English.
**THIS BITTER EARTH**—Silvano Mangano, Richard Conte, Anthony Perkins—TE.
**TRIAL OF CAPTAIN BARRETT, THE**—Edmond O'Brien, Mona Freeman.

## Continental

**FRENCH THEY ARE A FUNNY RACE, THE**—C—Jack Buchanan, Martine Corol, Noel-Noel—Not so hilarious satire for ort spats—82m.—8-21-57—4366—English—French.

**LOVE LOTTERY, THE**—C—David Niven, Peggy Cummins, Anne Vernon—Lightweight English farce—89m.—2-20-57—4293—TC—English.

**MAID IN PARIS**—C—Dony Robin, Daniel Gelin, Tilda Thamar—Fair comedy for art spots—83m.—8-21-57—4366—English titles—French—(C).

**RAISING A RIOT**—C—Kenneth More, Shelagh Frazer—Humorous import—90m.—8-21-57—4366—England—TC.

**SECRETS OF THE REEF**—DOC—Photographed, directed and edited by Lloyd Ritter, Robert Young and Murray Lerner—Intriguing entry af life under water—72m.—10-31-56—4245—EC.

**SNOW WAS BLACK, THE**—D—Daniel Gelin, Marie Mansart, Volentina Tessier—Well-made aff-beat entry for art spots—105m.—11-28-56—French—Titles—(C).

## DCA

(Distributors Corporation Of America)

**BABY AND THE BATTLESHIP, THE**—C—John Mills, Richard Attenboraugh, Martyn Garrett—Fairly amusing British farce—96m.—4-3-57—4306—EC—English.

**BATTLE HELL**—MD—Richard Todd, William Hartnell, Akim Tamiraff—Excellent recreation of British naval exploit—110m.—5-15-57—4325—English.

**BERMUDA AFFAIR**—D—Kim Hunter, Gary Merrill, Ron Randell—Pragram material—88m.—6-26-57—4342—English.

**COLDITZ STORY, THE**—MD—John Mills, Eric Portman, Frederick Valk—Interesting English prisoners of war story—97m.—5-1-57—4318—English.

**GOLD OF NAPLES**—COMP—Toto, Sophia Loren, Vittorio DeSica, Silvano Mangano—Entertaining import for art sports—107m.—3-20-57—4301—(B)—Italian—Titles.

**GREEN MAN, THE**—C—Alastair Sim, George Cole, Jill Adams—Fair screwball comedy—80m.—6-26-57—4342—English—(B).

**HALF HUMAN**—MD—John Carradine—Harror entry for exploitation program—70m.—5-29-57—4333—Japanese; English narration and dialogue.

**JOHN AND JULIE**—C—Colin Gibson, Lesley Dudley—Light weight but charming adventures of children off ta see Coronatian—82m.—6-26-57—4342—EC—English.

**MONSTER FROM GREEN HELL**—MD—Jim Davis, Barbaro Turner—Horror item for lower half—71m.—5-29-57—4334.

**1,000 YEARS FROM NOW**—MD—Robert Clarke, Margaret Field—Reissue of "Captive Women" should be exploitable—65m.—4-3-57—4307—RE.

**ROCK, ROCK, ROCK**—MU—Tuesday Weld, Alon Freed, Frankie Lyman—Picture with the beat, akay dualler—83m.—12-26-56—4266.

**SCANDAL IN SORRENTO**—C—Vittorio De Sica, Sophia Loren—Cute entry from obraod—92m.—4350—TC—CS—Italian; dubbed in English—(B).

**SILKEN AFFAIR, THE**—C—Dovid Niven, Genevieve Poge—Amusing English camedy has Niven name—96m.—9-4-57—4374—English—(RKO).

**WOMAN OF ROME**—D—Gina Lollobrigida, Daniel Gelin, Franco Fabrizi—For the art spots ar sexploitation houses—93m.—1-23-57—4277—(C)—Italian—Dubbed in English.

TO BE REVIEWED

**EVERY SECOND COUNTS**—Barboro Loage—(Subtitled)—(B).
**HELL IN KOREA**—Stanley Baker, George Baker—English.
**LOSER TAKES ALL**—Rosanno Brozzi, Glynis Johns—EC—CS—English—(B).
**MILLER'S BEAUTIFUL WIFE, THE**—Vittorio De Sica, Sophia Loren—TC—Titles—(C).
**UNNATURAL**—Hildegarde Neff, Eric Van Strohelm.
**WIDOW, THE**—Potricio Roc, Akim Tamiroff—English.

## MGM

**ACTION OF THE TIGER** (801)—MD—Van Johnson, Martine Carol—Confusing meller—98m.—8-21-57—4366—TC—CS—(B).

**BARRETTS OF WIMPOLE STREET, THE** (718)—MD—Jennifer Jones, John Gielgud, Bill Travers—Fine film version of classic—105m.—1-23-57—4277—MC—CS—English.

**BOOM TOWN** (704)—MD—Clark Gable, Spencer Tracy, Claudette Colbert—Reissue has the names and excitement—120m.—10-31-56—4242—RE.

**BOYS' TOWN** (716)—MD—Spencer Tracy, Mickey Rooney, Henry Hull—Reissue of topnotch family meller—96m.—1-23-57—4278—RE.

**BRIDE GOES WILD, THE** (732)—C—Van Johnson, June Allyson—Reissue of topnotch comedy—98m.—5-29-57—4334—RE.

**DECISION AGAINST TIME** (739)—D—Jack Hawkins, Elizabeth Sellars—Tense, well-made English drama—87m.—4350—English.

**DESIGNING WOMAN** (724)—C—Gregory Peck, Lauren Bacall, Dolores Gray—Impressive comedy has angles—117m.—3-20-57—4301—MC—CS—(B).

**EDGE OF THE CITY** (714)—D—John Cassavetes, Sidney Poitier, Kathleen Maguire—Off-beat drama has merit and many angles—85m.—1-9-57—4273.

**GASLIGHT** (725)—MD—Charles Boyer, Ingrid Bergman, Joseph Cotten—Names will make the difference in this reissue—113m.—4-3-57—4307—RE.

**GREAT AMERICAN PASTIME, THE** (710)—CD—Tom Ewell, Anne Francis, Ann Miller—Fairly amusing entry—89m.—11-28-56—4257.

**GREEN DOLPHIN STREET** (715)—D—Lana Turner, Van Heflin, Donna Reed—Reissue has names to help—141m.—1-23-57—4278—RE.

**GUN GLORY** (740)—W—Stewart Granger, Rhonda Fleming—Interesting western for the program—89m.—4350—MC—CS.

**HAPPY ROAD, THE**—(741)—C—Gene Kelly, Barbara Laage, Bobby Clark, Brigitte Fassey—Fine family fare—100m.—2-6-57—42B5.

**HIRED GUN, THE** (803)—W—Rory Calhoun, Anne Francis—Good western—64m.—9-18-57—4377—CS.

**HOT SUMMER NIGHT** (719)—MD—Leslie Nielsen, Colleen Miller, Edward Andrews—interesting program entry—86m.—2-6-57—4285.

**HOUSE OF NUMBERS**—(802)—D—Jack Palance, Barbara Lang, Harold J. Stone—Good program material—92m.—4350—CS—(B).

**IRON PETTICOAT, THE** (712)—C—Bob Hope, Katharine Hepburn, Noelle Middleton—Fairly amusing Hope entry—87m.—1-9-57—4274—TC—VV—(B).

**JULIE** (709)—MD—Doris Day, Louis Jourdan, Barry Sullivan—Good, suspense-filled entry—97m.—10-17-56—4237.

**LES GIRLS**—MU—Gene Kelly, Mitzi Gaynor, Kay Kendall, Taina Elg—Money musical—116m.—10-2-57—4382—MC—CS—(B).

**LITTLE HUT, THE** (730)—C—Ava Gardner, Stewart Granger, David Niven—Sophisticated comedy has cast draw—90m.—5-15-57—4326—EC.

**LIVING IDOL, THE** (736)—D—Steve Forrest, Lilliane Montevecchi, James Robertson Justice—Colorful drama has angles—101m.—5-15-57—4326—EC—CS.

**LIZZIE** (722)—D—Eleanor Parker, Richard Boone, Joan Blondell—Psychological entry of a girl and her problems proves interesting—81m.—3-6-57—4298—(B).

**MAN ON FIRE** (735)—D—Bing Crosby, Inger Stevens. Mary Fickett—High rating drama—95m.—6-12-57—4338—(B).

**MARIE ANTOINETTE** (708)—D—Norma Shearer, Tyrone Power. John Barrymore—Reissue should have value as museum piece—149m.—11-14-56—4250—RE.

**MUTINY ON THE BOUNTY** (711)—MD—Charles Laughton, Clark Gable, Franchot Tone—Reissue should do okay as museum piece—133m.—12-12-56—4261—RE.

**OUR VINES HAVE TENDER GRAPES** (733)—D—Edward G. Robinson—105m.—5-29-57—4334—RE.

**POSTMAN ALWAYS RINGS TWICE, THE** (726)—MD—Lana Turner, John Garfield. Cecil Kellaway—Names will send reissue into high grasses—113m—4-3-57—4307—RE.

**SEVENTH SIN, THE** (731)—D—Eleanor Parker, Bill Travers, George Sanders—Romantic drama offers much for femmes—94m.—5-29-57—4334—CS.

**SILK STOCKINGS** (737)—MU—Fred Astaire, Cyd Charisse, Janis Paige—High rating musical comedy—117m.—5-29-57—4334—MC—CS—(B).

**SLANDER** (717)—D—Van Johnson, Ann Blyth, Steve Cochran—Topical drama has powerful indictment of scandal magazines—81m.—12-26-56—4266.

**SOMETHING OF VALUE** (738)—MD—Rock Hudson, Dana Wynter, Sidney Poitier—Highly interesting adventure tale of modern Africa and its peoples—113m.—5-1-57—4318.

**TALE OF TWO CITIES, A** (707)—D—Ronald Colman, Elizabeth Allan, Reginald Owen—Reissue should have value as museum piece—128m.—11-14-56—4250—RE.

**TARZAN AND THE LOST SAFARI** (728)—MD—Gordon Scott, Robert Beatty, Yolande Donlan—New Tarzan entry will please fans—80m.—4-3-57—4307—TC—English.

**TEAHOUSE OF THE AUGUST MOON, THE** (713)—C—Marlon Brando, Glenn Ford, Machiko Kye—Highly amusing entry—123m.—10-31-56—4242—MC—CS.

**TEN THOUSAND BEDROOMS** (723)—C—Dean Martin, Anna Maria Alberghetti, Eva Bartok—Amusing entry has angles—114m.—2-20-57—4290—MC—CS.

**THIS COULD BE THE NIGHT** (729)—C—Jean Simmons, Paul Douglas, Anthony Franciosa—Delightful entertainment—103m.—4-17-57—4313—CS—(B).

**TIP ON A DEAD JOCKEY**—738—MD—Robert Taylor, Dorothy Malone, Gia Scala—Interesting meller has good name values—98m.—7-24-57—4357—CS.

**VINTAGE, THE** (727)—D—Pier Angeli, Mel Ferrer, John Kerr—High rating drama features excellent performances—90m.—3-20-57—4302—MC—CS.

**WINGS OF EAGLES, THE** (720)—D—John Wayne, Dan Dalley, Maureen O'Hara—High rating entry of men and the U. S. Navy—110m.—2-6-57—4285—MC.

### TO BE REVIEWED

**BAY THE MOON**—Jose Ferrer, Gena Rowlands, Jim Backus.
**BROTHERS KARAMAZOV, THE**—Yul Brynner, Maria Schell, Lee J. Cobb—MC.
**DON'T GO NEAR THE WATER**—Glenn Ford, Gia Scala, Anne Francis—MC—CS.
**CRY TERROR**—James Mason, Rod Steiger, Inger Stevens.
**GIGI**—Maurice Chevalier, Leslie Caron, Louis Jourdan—C—CS.
**I ACCUSE**—Jose Ferrer, Viveca Lindfors, Anton Walbrook—English.
**INVISIBLE BOY, THE**—Richard Eyer, Philip Abbott, Diane Brewster.
**JAILHOUSE ROCK**—Elvis Presley, Judy Tyler—CS.
**MERRY ANDREW**—Danny Kaye, Pier Angeli—MC—CS.
**RAINTREE COUNTY**—Montgomery Clift, Elizabeth Taylor—TC—PanaVision.
**SADDLE THE WIND**—Robert Taylor, John Cassavetes, Julie London.
**SAFECRACKER, THE**—Ray Milland, Jeannette Sterke—England.
**SEVEN HILLS OF ROME**—Mario Lanza, Marisa Allasio—Italian-made.
**UNDERWATER WARRIOR**—Dan Dailey, Claire Kelly, James Gregory—CS.
**UNTIL THEY SAIL**—Jean Simmons, Joan Fontaine, Paul Newman.

## Paramount

**BEAU JAMES** (5612)—D—Bob Hope, Vera Miles, Paul Douglas, Alexis Smith—Latest Bob Hope entertains—105m.—6-12-57—4338—TC—VV—(B).

**BUSTER KEATON STORY, THE** (5609)—C—Donald O'Connor, Ann Blyth, Rhonda Fleming—Entertaining biographic film should have nostalgic appeal—91m.—4-17-57—4313—VV.

**DELICATE DELINQUENT, THE** (5613)—C—Jerry Lewis, Darren McGavin, Martha Hyer—Interesting Jerry Lewis entry—101m.—4350—VV.

**FEAR STRIKES OUT** (5607)—D—Anthony Perkins, Karl Malden, Norma Moore—Interesting drama—100m.—2-6-57—4286—VV.

**FOR WHOM THE BELL TOLLS** (5614)—D—Gary Cooper, Ingrid Bergman, Akim Tamiroff—Reissue of one of the industry's great films—130m.—5-15-57—4326—TC—RE.

**FUNNY FACE** (5608)—MU—Audrey Hepburn, Fred Astaire, Kay Thompson—Highly entertaining musical—103m.—2-20-47—4291—TC-VV.

**GUNFIGHT AT THE OK CORRAL** (5610)—MD—Burt Lancaster, Kirk Douglas, Rhonda Fleming—Super western rates high—122m.—5-15-57—4326—TC—VV.

**HOLLYWOOD OR BUST** (5605)—C—Dean Martin, Jerry Lewis, Anita Eckberg—Average Martin and Lewis—95m.—12-12-56—4262—TC—VV—(B).

**JOKER IS WILD, THE**—(5705)—D—Frank Sinatra, Mitzi Gaynor, Jeanne Crain—Joe E. Lewis' biography is entertaining—123m.—10-2-57—43B2—VV—(B).

**JUMPING JACKS**—(R5732)—C—Dean Martin, Jerry Lewis, Mona Freeman—Reissue should ride into the better money—103m.—10-2-57—4382—RE.

**LONELY MAN, THE** (5611)—D—Jack Palance, Anthony Perkins, Elaine Aiken—Outdoor action yarn is good program entry—87m.—5-15-57—4326—VV.

**LOVING YOU** (5616)—D—Elvis Presley, Lisabeth Scott, Wendell Corey—Elvis Presley rides high on the hawg—101m.—4350—TC—VV—(B).

**LUCY GALLANT** (5504)—MD—Jane Wyman, Charlton Heston, Claire Trevor, Thelma Ritter—Interesting and well-made entry—104m.—10-19-56—4046—TC—VV.

**OMAR KHYYAM**—5615—D—Cornel Wilde, Debra Paget, Michael Rennie—Colorful drama of days of old—101m.—8-7-57—4361—TC-VV.

**RAINMAKER, THE** (5606)—D—Burt Lancaster, Katherine Hepburn, Wendell Corey—High rating entry—121m.—1-9-57—4274—TC—VV—(B).

**SAILOR BEWARE**—(R5731)—C—Dean Martin, Jerry Lewis, Corinne Calvet—Reissue should register—96m.—10-2-57—4382—RE.

**SEARCH FOR BRIDEY MURPHY** (5602)—D—Teresa Wright, Louis Hayward, Nancy Gates—Exploitation item for the program—84m.—10-17-56—4237—VV—(B).

**SHORT CUT TO HELL**—(5702)—MD—Robert Ivers, Georgann Johnson, William Bishop—Re-make is effective meller for the program—87m.—10-2-57—4382—VV—(B).

**STOWAWAY GIRL**—(5701)—D—Trevor Howard, Elsa Martinelli, Pedro Armendariz—For the program—87m.—10-2-57—4382—English—(B).

**TEN COMMANDMENTS, THE** (........)—D—Charlton Heston, Anne Baxter, Yul Brynner—One of the top entertainments of all time—219m.—10-17-56—4237—TC—VV.

**THREE VIOLENT PEOPLE** (5604)—W—Charlton Heston, Anne Baxter, Gilbert Roland—Okay western—100m.—12-26-56—4267—TC—VV.

### TO BE REVIEWED

**DESIRE UNDER THE ELMS**—Sophia Loren, Anthony Perkins, Burl Ives.
**DEVIL'S HAIRPIN**—Cornel Wilde, Jean Wallace, Mary Astor—TC—VV—(B).
**HEAR ME GOOD**—Hal March, Joe E. Ross, Merry Anders.
**HOT SPELL**—Shirley Booth, Anthony Quinn—VV.
**HOUSEBOAT**—Cary Grant, Sophia Loren, Martha Hyer—VV—TC.
**MATCHMAKER, THE**—Anthony Perkins, Shirley Booth—VV.
**MR. ROCK AND ROLL**—Alan Freed—(B).
**SAD SACK**—Jerry Lewis, David Wayne, Phyllis Kirk—TC—VV.
**SPANISH AFFAIR**—Carmen Sevilla, Richard Kiley—Color—VV.
**TEACHER'S PET**—Clark Gable, Doris Day, Gig Young—VV.
**TIN STAR, THE**—Henry Fonda, Anthony Perkins, Betsy Palmer—VV.
**WILD IS THE WIND**—Anna Magnani, Anthony Quinn, Anthony Franciosa—VV.
**ZERO HOUR**—Dana Andrews, Linda Darnell, Sterling Hayden.

## Rank

**AS LONG AS THEY'RE HAPPY**—C—Jack Buchanan, Janette Scott, Jerry Wayne—Lightweight entry with music for program—76m.—10-5-57—4383—EC—English—(B).

**BLACK TENT, THE**—D—Anthony Steel, Donald Sinden, Anna Maria Sandri—Okay programmer—93m.—8-21-57—4366—English.

**CHECKPOINT**—MD—Anthony Steel, Odile Versois, Stanley Baker—Actionful auto-race meller—86m.—9-4-57—4374—EC—English—(B).

**GENTLE TOUCH, THE**—D—George Baker, Belinda Lee—Tale of nurse trainees is interesting and well-made—86m.—8-21-57—4366—English.

**JACQUELINE**—D—John Gregson, Jacqueline Ryan—Import for art and specialty spots and some regulation programs—92m.—9-18-57—4377—English.

**OUT OF THE CLOUDS**—D—Anthony Steel, Robert Beatty, Margo Lorenz—Okay for program—80m.—4351—EC—English.

**REACH FOR THE SKY**—D—Kenneth More, Muriel Pavlaw—Initial release of new company is interesting tale of English air hero—123m.—5-1-57—4318—English.

**THIRD KEY, THE**—D—Jack Hawkins, John Stratton, Dorothy Alison—Well-made mystery yarn—B3m.—4351—English.

**TOWN LIKE ALICE, A**—D—Virginia McKenna, Peter Finch—Highly interesting, different war story—107m.—8-21-57—4367—English.

**TRIPLE DECEPTION**—MD—Michael Craig, Julia Arnall, Barbara Bates—High rating English meller—85m.—6-26-57—4342—TV-VV—English.

**VALUE FOR MONEY**—C—John Gregson, Diana Dors, Susan Stephen—Amusing entry for art and specialty spots—93m.—8-7-57—4361—TC-VV—English—(B).

### TO BE REVIEWED

(All English-made)
**ACROSS THE BRIDGE**—Rod Steiger, Marla Landi.
**ALLIGATOR NAMED DAISY, AN**—Donald Sinden, Diana Dors, Jean Carson—TC—VV.
**PURSUIT OF THE GRAF SPEE**—John Gregson—TC—VV.
**SPANISH GARDENER**—Dirk Bogarde—TC—VV.

## Republic

**ABOVE US THE WAVES** (5601)—MD—John Mills, John Gregson, Donald Sinden—Exciting English meller—92m.—1-9-57—4274—English.

**ACCUSED OF MURDER** (5603)—MD—David Brian, Vera Ralston, Sidney Blackmer—Adequate programmer—74m.—2-6-57—4286—TR—NA.

**AFFAIR IN RENO** (5607)—C—John Lund, Doris Singleton, John Archer—Average programmer—75m.—4-17-57—4314—NA—(B).

**BEGINNING OF THE END** (5660)—MD—Peggie Castle, Peter Graves—Science fiction entry should please horror fans—73m.—4351—(AB-PT).

**DANIEL BOONE, TRAIL BLAZER** (5513)—W—Bruce Bennett, Lon Chaney, Faron Young—Mediocre western for lower half—76m.—10-31-56—4243—TR.

**DUEL AT APACHE WELLS** (5606)—W—Anna Maria Alberghetti, Ben Cooper, Jim Davis—Lower half western—70m.—4-3-57—4307—NA.

**HELLS CROSSROADS** (5608)—W—Stephen McNally, Peggie Castle, Robert Vaughn—Better than average western—73m.—4-3-57—4307—NA—(B).

**JOURNEY TO FREEDOM**—MD—Jacques Scott, Jean Ann Lewis—Filler for lower half—60m.—4351.

MAN IN THE ROAD, THE (5610)—MD—Derek Farr, Ella Raines, Donald Wolfit—For the lower half—83m.—5-15-57—4327—English.

MAN IS ARMED, THE (5538)—MD—Done Clork, William Talman, May Wynn—Okay dualler—70m.—3-20-57—4302.

PAWNEE—(5614)—W—George Montgomery, Lolo Albright—For lower holf—80m.—8-7-57—4361—TR.

SCANDAL, INC. (5514)—MD—Robert Hutton, Potricia Wright, Paul Richards—Topical program meller can be exploited—79m.—11-28-56—4258.

SPOILERS OF THE FOREST (5609)—MD—Rod Comeron, Vera Rolston, Ray Collins—For the lower half—69m.—5-29-57—4334—TR—NA.

STRANGE ADVENTURE, A (5537)—MD—Joon Evons, Ben Cooper, Marla English—For the lower half—70m.—10-31-56—4243—(B).

TAMING SUTTON'S GAL—(5619)—D—Jahn Lupton, Gloria Talbott, May Wynn—Lower half filler—71m.—10-2-57—4383—NA.

TEARS FOR SIMON (5604)—MD—David Farrar, Julia Arnall, David Knight—Good suspenseful Import—91m.—2-20-57—4291—EC—English.

UNEARTHLY, THE (5661)—MD—John Carradine, Allison Hayes—Mediocre horror entry 73m.—4351—(AB-PT).

WAYWARD GIRL, THE—(5621)—MD—Marcia Hendersan, Peter Walker, Katherine Barrett—For the lower half—71m.—10-2-57—4383—NA—(B).

WEAPON, THE (5611)—MD—Steve Cochran, Lizabeth Scott, Herbert Marshall—Fast paced meller should please—80m.—6-26-57—4342—English.

WOMAN'S DEVOTION, A (5602)—D—Ralph Meeker, Jonice Rule, Paul Henried—For the program—88m.—12-12-56—4262—TR.

### TO BE REVIEWED

AMBUSH AT INDIAN PASS—Vera Ralstan, Anthony George, George Macready.

CONGRESS DANCES, THE—Rudolf Prack, Johanna Motz—TC—CS—German.

CROOKED CIRCLE, THE—John Smith, Foy Spain, Steve Brodie.

IN OLD VIENNA—Heinz Roettinger, Robert Killick—TC—German.

LAST STAGECOACH WEST—Jim Davis, Mary Castle, Victor Jory—NA.

LAWLESS EIGHTIES, THE—Buster Crabbe, Marilyn Soris—NA.

HELL CANYON OUTLAWS—Dale Robertson, Rossana Rory, Brian Keith.

HELD ON SUSPICION—Phyllis Kirk, Dan O'Herlihy.

OPERATION CONSPIRACY—Philip Friend, Mary Mackenzie.

PANAMA SAL—Elena Verdugo, Edward Kemmer.

RAIDERS OF CALIFORNIA—Jim Davis, Faran Young.

STREET OF DARKNESS—Robert Keys, John Close.

TIME IS MY ENEMY—Dennis Price, Renee Asherson, Susan Shaw.

WEST OF SUEZ—John Bentley, Vera Fosek.

YOUNG MOTHER—Mary Webster, William Campbell, Martha Scott—(AB-PT).

## 20th Century-Fox

ABDUCTORS, THE (726)—MD—Victor McLaglen, Gaven Muir, Fay Spain—For the lower half—80m.—4352—RS.

AFFAIR TO REMEMBER, AN—727—D—Cory Gront, Deborah Kerr, Richard Denning—Highly entertaining entry should do very well—115m.—7-24-57—4357—DC—CS.

APACHE WARRIOR—731—W—Keith Larsen, Jim Dovis, Eugenia Poul—Okay progrommer—74m.—8-7-57—4362—RS.

ANASTASIA (627)—D—Ingrid Bergman, Yul Brynner, Helen Hayes—Brilliantly enacted, beautifully mounted filmization of stage play—105m.—12-26-56—4267—DC—CS.

BACK FROM THE DEAD—734—MD—Peggie Castle, Arthur Franz, Marsha Hunt—Psychological horror entry for lower half—79m.—8-7-57—4362—RS—(B).

BADLANDS OF MONTANA (716)—W—Rex Reoson, Beverly Garland—Actionful, adult western—75m.—5-15-57—4327—RS—(B).

BERNARDINE (723)—C—Pat Boone, Terry Moore, Jonet Gaynor—Good entry for the younger set—95m.—4352—DC—CS.

BETWEEN HEAVEN AND HELL (621)—MD—Robert Wogner, Terry Moore, Broderick Crawford—Interesting war drama—94m.—10-17-56—4238—DC—CS.

BLACK WHIP, THE (628)—W—Hugh Marlowe, Coleen Gray—Adult, off-beat western—77m.—12-26-56—4267—RS—(B).

BOY ON A DOLPHIN (714)—D—Alan Ladd, Cliftan Webb, Sophia Loren—Well-mode, Interesting odventure yarn—111m.—4-17-57—4314—DC—CS—(B).

BREAK IN THE CIRCLE (711)—MD—Forrest Tucker, Evo Bartok—Okay for lower half—69m.—5-15-57—4327—England.

CHINA GATE (715)—MD—Gene Borry, Angie Dickinson, Not "King" Cole—Suspenseful adventure yarn for the program—97m.—5-15-57—4327—CS.

COPPER SKY (739)—D—Jeff Morrow, Coleen Gray—Tolky outdoor drama for the progrom—77m.—9-18-57—4378.

COURAGE OF BLACK BEAUTY (744)—D—John Crawford, Mimi Gibson, John Bryont—All about o boy and his horse—77m.—8-21-57—4367—Color.

DESK SET (719)—C—Spencer Tracy, Kothorine Hepburn—Highly amusing comedy—103m.—5-15-57—4328—DC—CS.

DESPERADOS ARE IN TOWN, THE (626)—W—Robert Arthur, Kathy Nolan—Okay western—73m.—11-28-56—4258—RS.

FORTY GUNS—(736)—W—Barbara Stonwyck, Barry Sullivan, Dean Jagger—Good western—80m.—10-2-57—4383—CS.

GIRL CAN'T HELP IT, THE (629)—MUC—Tom Ewell, Joyne Mansifield, Edmond O'Brien—Highly entertaining entry—99m.—1-9-57—4274—DC—CS—(B).

GOD IS MY PARTNER—D—724—D—Wolter Brennan, Marion Ross, John Hoyt—Good fomily entertainment for smaller situations—80m.—7-24-57—4358—RS.

HATFUL OF RAIN, A (925)—D—Evo Marie Saint, Don Murray, Anthony Fronciosa—Powerful drama features top performances—109m.—6-26-57—4342—CS.

HELL ON DEVIL'S ISLAND—(735)—MD—Helmut Dantine, Donna Martell, William Talman—Average prison film for the progrom—74m.—9-4-57—4374.

HEAVEN KNOWS, MR. ALLISON (710)—D—Deborah Kerr, Robert Mitchum—Warm drama of a Nun ond a Marine should have wide appeol—105m.—3-20-57—4302—DC—CS.

ISLAND IN THE SUN (721)—D—Jomes Mason, Joon Fontaine, Harry Belafonte—Off-beat drama has lots to offer—119m.—6-26-57—4343—DC—CS—(B).

KRONOS (712)—MD—Jeff Morrow, Borbara Lowrence—Intresting tale of thing from space—78m.—5-1-57—4318—RS.

LOVE ME TENDER (624)—MD—Richard Egan, Debra Paget, Elvis Presley—Presley name should make this a boxoffice winner—89m.—11-28-56—4258—CS—(B).

LURE OF THE SWAMP (722)—MD—Marshall Thompson, Willard Parker, Joan Vohs—Lower half filler—74m.—6-12-57—4338—RS.

NO DOWN PAYMENT—(743)—D—Joanne Waodward, Sheree North, Tony Randoll—Highly interesting adult drama—105m.—10-2-57—4383—CS.

OASIS (632)—MD—Michele Morgan, Pierre Brasseur, Cornell Borchers—Mediocre programmer—84m.—1-23-57—4278—EC—CS—Morocco—(B).

OH, MENI OH, WOMENI (706)—C—Dan Dailey, Ginger Rogers, David Niven—Film version of ploy has name values but is only mildly amusing—90m.—2-20-57—4291—DC—CS.

OKLAHOMAI (630)—MU—Gordon MocRoe, Shirley Jones, Gene Nelson—High rating entertainment—140m.—11-14-56—4251—TC—CS—Magna.

QUIET GUN, THE (702)—W—Forrest Tucker, Mara Corday—For the lower half—77m.—2-20-57—4291—RS.

RESTLESS BREED, THE (718)—W—Scott Brady, Anne Bancroft—For the duollers—81m.—5-15-57—4328.

RIVER'S EDGE, THE (708)—D—Ray Milland, Debra Paget, Anthony Quinn—Good cast struggles through mediocre story—86m.—4-3-57—4308—DC—CS—(B).

SEA WIFE—737—D—Richard Burton, Joan Collins, Bosil Sydney—Off-beot film hos angles—82m.—8-7-57—4362—CS-Color.

SHE DEVIL (713)—MD—Mari Blanchard, Jack Kelly, Albert Dekker—Okay lower holf entry—77m.—5-1-57—4319—RS—(B).

SMILEY (703)—D—Sir Ralph Richardson, John McCallum—Import for the progrom—97m.—2-20-57—4292—TC—CS—Australia.

STAGECOACH TO FURY (623)—W—Forrest Tucker, Mari Blanchard, Walloce Ford—Good western for the duallers—76m.—10-17-56—4238—RS.

STORM RIDER, THE (709)—W—Scott Brady, Mala Powers, Bill Williams—Satisfactory western for lower holf—70m.—3-20-57—4302—RS.

SUN ALSO RISES, THE—(738)—D—Tyrone Power, Ava Gardner, Errol Flynn—Lavishly produced Hemingway droma has great name values—129m.—9-4-57—4375—C—CS—(B).

TEENAGE REBEL (622)—D—Ginger Rogers, Michael Rennie—Interesting mother-doughter story should have family appeal—94m.—11-14-56—4251—CS—(B).

THIRD MAN, THE (667)—MD—Joseph Cotten, Valli, Orson Welles—Reissue is excellent film of its type—104m.—10-31-56—4243—RE.

THREE BRAVE MEN (701)—D—Ray Milland, Ernest Borgnine, Nina Foch—Topicol, thought-provoking drama hos documentary flavor—88m.—1-23-57—4278—CS.

THREE FACES OF EVE—(747)—D—Joonne Woodword, David Woyne, Lee J. Cobb—Wellmade and interesting psychological dramo—91m.—8-21—57—4367—CS—(B).

TRUE STORY OF JESSE JAMES, THE (704)—MD—Robert Wagner, Jeffrey Hunter, Hope Lange—Satisfoctory programmer—92m.—2-20-57—4292—DC-CS-(B).

TWO GROOMS FOR A BRIDE (705)—C—John Carroll, Virginia Bruce—Lower holf filler—73m.—4352—English—(B).

UNDER FIRE—D—Rex Reoson, Henry Morgan, Steve Brodie—Okay progrommer—78m.—9-18-57—4378.

UNKNOWN TERROR, THE—733—MD—John Howord, Molo Powers, Poul Richards— Mediocre horror item—77m.—8-7-57—4362—RS.

WAY TO THE GOLD, THE (717)—MD—Jeffrey Hunter, Sheree North, Barry Sullivon—Mild melodrama for the program—94m.—5-15-57—4328—CS.

WAYWARD BUS, THE (720)—D—Joan Collins, Jayne Mansfield, Don Dalley—Good name values will boost episodic drama—89m.—6-12-57—4338—CS—(B).

WILL SUCCESS SPOIL ROCK HUNTER?—732—C—Jayne Mansfield, Tony Randall, Betsy Drake—Wacky comedy has limited oppeal—94m.—8-7-57—4362—CS-Color—(B).

WOMEN OF PITCAIRN ISLAND, THE (631)—MD—James Craig, Lynn Barl, Arleen Whelon—Exploitoble programmer—72m.—12-26-56—4267—RS.

### TO BE REVIEWED

ABOMINABLE SNOWMAN OF THE HIMALAYAS, THE—Forrest Tucker, Peter Cushing—RS.

APRIL LOVE—Pot Boone, Shirley Jones, Arthur O'Connell—DC—CS.

BEAUTIFUL BUT DANGEROUS—Gina Lolobrigida, Vittorio Gassman, 'Robert Aldo—Italian—(B).

BLOOD ARROW—Scott Brody, Paul Richords, Phyllis Cootes.

CATTLE EMPIRE—Joel McCrea, Phyllis Coates—CS.

DARK VALOR—Rex Reason, Henry Morgon, Steve Brodie—RS.

DERRSLAYER, THE—Rex Barker, Forest Tucker, Cathy O'Donnell—Color—CS.

ESCAPE TO RED ROCK—Brion Donlevy, Jay C. Flippen.

ENEMY BELOW, THE—Robert Mitchum, Kurd Jurgens, Frank Albertson—DC—CS.

FAREWELL TO ARMS—Jennifer Jones, Rock Hudson, Vittorio DeSico—DC—CS.

FRAULEIN—Mel Ferrer, Dono Wynter—Color—CS.

GIFT OF LOVE, THE—Robert Stack, Lauren Bacall, Evelyn Rudie—Color—CS.

GHOST DIVER—James Craig, Audrey Totter.

KISS THEM FOR ME—Cary Gront, Jayne Monsfield, Suzy Parker—DC—CS.

PEYTON PLACE—Lona Turner, Lloyd Nolan, Hope Longe—DC—CS.

RIDE A VIOLENT MILE—John Agar, Penny Edwards—RS.

SINGIN' IDOL, THE—Tammy Sands, Lili Gentle—CS.

SOUTH PACIFIC—Rossano Brazzi, Mitzi Gaynor—Color—Todd-AO.

STOPOVER TOKYO—Robert Wagner, Joan Collins, Edmond O'Brien—DC—CS.

YOUNG AND DANGEROUS—Virginio Field, Les Brown ond Bond, Douglos Kennedy.

YOUNG LIONS, THE—Marlon Brando, Montgomery Clift, Joonne Woodward—CS.

## United Artists

AROUND THE WORLD IN 80 DAYS—C—David Niven, Cantinflas, Robert Newton, Shirley MacLaine—Fabulous entertoinment—173m.—10-31-56—4253—EC—Todd—AO.

BACHELOR PARTY, THE—D—Don Murray, Patricia Smith, Jock Warden—Highly Interesting entry—93m.—3-20-57—4303—Hecht-Lancaster—(B).

BAILOUT AT 43,000—MD—John Payne, Koren Steele, Paul Kelly—Okoy programmer—78m.—5-1-57—4319—Pine-Thomas.

BAYOU—D—Peter Groves, Lito Milan—Filler for lower holf—88m.—6-26-57—4343—(Ripps) (B).

BIG BOODLE, THE—MD—Errol Flynn, Rosanna Rory—Programmer has intrigue, action, and adventure—83m.—2-6-57—4286—Blumberg—(B).

BIG CAPER, THE—MD—Rory Colhoun, Mory Costa—Good programmer—84m.—4-17-57—4314—Pine-Thomas—(B).

BOP GIRL GOES CALYPSO—MU—Judy Tyler, Bobby Troup, Margo Woode—Progrommer for the younger set—79m.—7-24-57—4358—Bel-Air (B).

BRASS LEGEND, THE—W—Hugh O'Brien, Nancy Gotes—For the lower half—79m.—12-12-56—4262—Goldstein.

BUCKSKIN LADY, THE—W—Patricia Medina, Richord Denning, Gerald Mohr—Adult western—66m.—4352—Bishop-Hittleman—(B).

CARELESS YEARS, THE—D—Dean Stockwell, Natalie Trundy—Good programmer for teeners as well as their parents—70m.—9-18-57—4378—(Byrna).

CHICAGO CONFIDENTIAL—MD—Brian Keith, Beverly Gorland, Dick Foran—Fost-moving programmer—74m.—8-21-57—4367—Peerless.

CRIME OF PASSION—MD—Barbara Stanwyck, Sterling Hayden—Fine acting lifts crime meller above average progrom fare—84m.—1-23-57—4278—Goldstein—(B).

DANCE WITH ME HENRY—C—Lou Castello, Bud Abbott—Mediocre Abbott and Costello entry for the duallers—79m.—12-26-56—4270—Goldstein.

DELINQUENTS, THE—MD—Tom Loughlin, Peter Miller—Ineffective treotment of juvenile delinqeuncy theme strives for sensation—71m.—3-6-57—4298—Imperiol—(B).

DRANGO—D—Jeff Chandler, John Lupton, Joanne Dru—Absorbing post-Civil War drama—92m.—1-23-57—4279—Earlmar.

**ENEMY FROM SPACE**—MD—Brian Donlevy, John Longden, Vera Day—Okay science fiction entry—84m.—9-4-57—4375—(Hinds)—England.

**FIVE STEPS TO DANGER**—MD—Ruth Roman, Sterling Hayden—Interesting meller far the program—80m.—1-23-57—4279—Kesler.

**FOUR BOYS AND A GUN**—MD—Frank Sutton, Tarry Green—Lawer half filler—73m.—1-9-57—4275—Security.

**FURY AT SUNDOWN**—W—John Derek, Carolyn Craig—For the lower half—75m.—4-3-57—4308—Goldstein.

**FUZZY PINK NIGHTGOWN, THE**—C—Jane Russell, Keenan Wynn, Ralph Meeker—Toa much talk, too few laughs—87m.—8-7-57—4363—Russ-Field.

**GIRL IN BLACK STOCKINGS, THE**—MD—Lex Barker, Anne Bancroft, Mamie Van Doren—Interesting mystery meller for the program—10-2-57—4384—(Bel-Air)—(B).

**GUN DUEL IN DURANGO**—W—George Montgomery, Ann Robinson, Bobby Clark—Okay western—73m.—5-1-57—4319—Peerless.

**GUN THE MAN DOWN**—W—James Arness, Angie Dickinson—For the lower half—78m.—11-28-56—4258—Marris-McLaglen.

**GUNSIGHT RIDGE**—W—Joel McCrea, Mark Stevens, Joan Weldon—Good western—85m.—9-4-57—4375—(Libra).

**HALLIDAY BRAND, THE**—D—Joseph Cotten, Viveca Lindfors, Betsy Blair—Names, Interesting story lifts western above average program fare—77m.—2-6-57—4286—Young.

**HELL BOUND**—MD—John Russell, June Blair, Frank Fenton—For the lower half—79m.—10-2-57—4384—(Bel-Air).

**HIDDEN FEAR**—MD—John Payne, Natalie Norwick, Alexander Knox—Lower half entry—83m.—4352—St. Aubrey-Kohn.

**HIT AND RUN**—MD—Cleo Moore, Hugo Haas—Sordid adult drama Is exploitable program fare—84m.—3-20-57—4303—Haas.

**IRON SHERIFF, THE**—W—Sterling Hayden, Constance Ford—Interesting western should da well as part af the program—73m.—4-3-57—4308—Grand.

**JUNGLE HEAT**—MD—Lex Barker, Mari Blanchard, Glenn Langan—For the lower half—75m.—8-21-57—4367—Bel-Air.

**KING AND FOUR QUEENS, THE**—W—Clark Gable, Eleanor Parker—Western has names ta draw but lacks action—86m.—12-26—56—4270—DC—CS—Russ-Field—Gabca—(B).

**LADY OF VENGEANCE**—MD—Dennis O'Keefe, Ann Sears, Anton Diffring—Mediacre programmer—73m.—8-21-57—4367—Balaban—English—(B).

**MAN FROM DEL RIO**—W—Anthony Quinn, Katy Jurado—Well conceived western should please wide variety of patrons—82m.—10-17-56—4239—Jacks.

**MEN IN WAR**—MD—Robert Ryan, Aldo Ray—Well-made war film—104m.—2-6-57—4287—Security.

**MONSTER THAT CHALLENGED THE WORLD, THE**—MD—Tim Holt, Audrey Dalton—Good science fiction entry—83m.—4335—(Gramercy).

**MONKEY ON MY BACK**—D—Cameron Mitchell, Dianne Foster—Powerful Barney Ross bia-film is highly exploitable—93m.—5-29-57—4334—(Small)—(B).

**MONTE CARLO STORY, THE**—C—Marlene Dietrich, Vittorio DeSica—Colorful comedy, but slow in spots—99m.—6-26-57—4343—TC—TE—(Titanus)—European made.

**MY GUN IS QUICK**—MD—Robert Bray, Whitney Blake, Pat Danahue—Mickey Spillane who-done-it for duallers—88m.—8-21-57—4368—Saville—(B).

**OUTLAW'S SON**—W—Dane Clark, Ben Caaper, Lori Nelson—Fair western—89m.—4352—Bel-Air.

**PEACEMAKER, THE**—W—James Mitchell, Rosemarie Bowe—Religious western for duallers, small towns—81m.—11-14-56—4251—Makelim.

**PHARAOH'S CURSE**—MD—Mark Dana, Ziva Radann—Lower half entry—66m.—2-20-57—4292—Bel-Air.

**PRIDE AND THE PASSION, THE**—MD—Cary Grant, Sophia Loren, Frank Sinatra—High rating entertainment—131m.—4353—TC—VV—Kramer—(B).

**REVOLT AT FORT LARAMIE**—D—John Dehner, Gregg Palmer—Good programmer holds interest despite lack af name values—73m.—3-20-57—4303—DC—Bel-Air.

**RIDE BACK, THE**—W—Anthony Quinn, William Conrad, Lita Milan—Well-made and different western should please discriminating filmgoers—79m.—5-1-57—4319—Aldrich.

**RUNNING TARGET**—MD—Doris Dowling, Arthur Franz—Far the lower half—83m.—11-28-56 4259—DC—Canyon.

**SAINT JOAN**—D—Richard Widmark, Richard Todd, Jean Seberg—Excellent praduction of Shaw drama needs selling—110m.—5-15-57—4328—Preminger.

**SATCHMO THE GREAT**—DOC—Louis Armstrong—Highly entertaining and different—63m.—9-18-57—4378—(CBS-Televisian).

**SHARKFIGHTERS, THE**—D—Victor Mature, Karen Steele—Okay programmer holds Interest—73m.—10-31-56—4244—TC—CS—Galdwyn, Jr.

**SPRING REUNION**—D—Dana Andrews, Betty Hutton, Jean Hagen—Moderate programmer has good name values—79m.—4-3-57—4308—Bryna.

**STREET OF SINNERS**—MD—George Montgomery, Geraldine Brooks—Okay lower half entry—76m.—9-4-57—4375—(Security)—(B).

**SWEET SMELL OF SUCCESS**—D—Burt Lancaster, Tony Curtis, Susan Harrison—Unpleasant drama has good name values—96m.—4343—(Hecht-Hill-Lancaster)—(B).

**TIME LIMIT**—D—Richard Widmark, Richard Basehart, Dolores Michaels—Taut drama packs emotional wallop—96m.—9-18-57—4378—(Heath).

**TOMAHAWK TRAIL**—OD—Chuck Connors, Susan Cummings—Lower half filler—60m.—12-26-56—4270—Bel-Air.

**TROOPER HOOK**—W—Joel McCrea, Barbara Stanwyck—Good autdoar action yarn for the pragram—81m.—6-26-57—4343—(Fielding).

**12 ANGRY MEN**—D—Henry Fonda, Lee J. Cobb, Ed Begley—High rating drama—95m.—3-6-57—4298—Orion-Nova.

**VALERIE**—MD—Sterling Hayden, Anita Ekberg, Anthony Steel—Okay programmer—84m.—7-24-57—4358—Makelim (B).

**VAMPIRE, THE**—MD—John Beal, Calleen Gray—Horror entry for lower half—74m.—6-26-57—4344—(Gramercy).

**VOODOO ISLAND**—MD—Boris Karloff, Beverly Tyler—Lower half horror entry—76m.—2-20-57—4292—Bel-Air.

**WAR DRUMS**—W—Lex Barker, Joan Taylor, Ben Johnson—Okay pragrammer—75m.—4-3-57—4308—DC—Bel-Air.

**WILD PARTY, THE**—D—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry for art specialty and exploitatian hauses—81m.—12-12-56—4263—Security—(B).

### TO BE REVIEWED

**BABY FACE NELSON**—Mickey Rooney, Carolyn Jones, Sir Cedric Harwick—(Zimbalist).

**BIG COUNTRY, THE**—Gregory Peck, Jean Simmons, Carrol Baker—(TC-TE)—(Worldwide).

**CHINA DOLL**—Victor Mature, Lili Hua—(Batjac).

**DALTON GIRLS**—Penny Edwards, Merry Anders (Bel-Air).

**FORT BOWIE**—Ben Johnson, Jan Harrisan, Kent Taylar—(Bel-Air).

**GOD'S LITTLE ACRE**—Robert Ryan, Aldo Ray, Tina Lauise—(Harmon).

**GUN FEVER**—Mark Stevens, Jana Davi—(Jackson-Westan).

**ISLAND WOMEN**—Marie Windsor, Vince Edwards—(Made in B.W.I.)—(Security)—(B).

**I BURY THE LIVING**—Richard Boone, Theodore Bikel, Peggy Maurer—(Maxim).

**LEGEND OF THE LOST**—John Wayne, Sophia Loren—(Technirama)—(Bat-Jac).

**MAN ON THE PROWL**—Mala Powers, James Best—(Jana-Lesser).

**MUSTANG**—Jack Beutel, Madalyn Trahey—(Arnell).

**PARIS HOLIDAY**—Bab Hape, Fernandel, Anita Eckberg—(Technlrama)—(Eastman Color)—(Made in France)—(Tolda).

**PATHS OF GLORY**—Kirk Douglas, Ralph Meeker, Adolphe Menjou—(Bryna).

**PISTOLERO**—Jack Palance—(Philip Waxman).

**QUIET AMERICAN, THE**—Audie Murphy, Michael Redgrave, Georgia Moll—(Figaro)—(Made in Viet-Nam).

**RIDE OUT FOR REVENGE**—Rory Calhoun, Gloria Grahame, Lloyd Bridges—(Bryna).

**SAVAGE PRINCESS**—(Indian-made)—(Print by Technicolor)—(Mehbaob).

**THUNDER ROAD**—Robert Mitchum, Gene Barry, Sandra Knight—(DRM).

**TIGER BY THE TAIL**—Larry Parks, Constance Smith—(Canyon)

**VIKINGS, THE**—Kirk Douglas, Tony Curtis, Ernest Borgnine, Janet Leigh—TC—VV—(Bryna).

**WINK OF AN EYE**—Jonathan Kidd, Doris Dowling, Barbara Turner—(Ivar).

**WITNESS FOR THE PROSECUTION**—Tyrone Power, Marlene Dietrich, Charles Laughton—(Small).

## Universal-International

**BATTLE HYMN** (5712)—D—Rock Hudson, Dan Duryea, Martha Hyer—Well-made entry shauld have wide appeal—108m.—12-26-56—4270—TC—CS.

**BUNDLE OF JOY** (710)—C—Eddie Fisher, Debbie Reynalds, Adolphe Menjou—Pleasant entertainment for all—98m.—12-12-56—4262—TC—RKO.

**CURUCU, BEAST OF THE AMAZON** (5703)—MD—John Bromfield, Beverly Garland, Tom Payne—Exploitation programmer—76m.—11-14-56—4251—EC—(B).

**DEADLY MANTIS, THE** (5719)—MD—Craig Stevens, William Hopper, Alix Talton—Fair lower half affering—78m.—4-3-57—4309.

**DEATH OF A SCOUNDREL** (707)—D—George Sanders, Yvonne DeCarlo, Victar Jory—Interesting drama has names and exploitable story values—119m.—11-14-56—4250—RKO.

**DOCTOR AT LARGE**—C—Dirk Bogarde, Muriel Pavlow, Danald Sinden—Highly humorous import—98m.—6-26-57—4344—EC—VV—English.

**ESCAPADE IN JAPAN**—D—Teresa Wright, Cameron Mitchell—Entertaining tale of youngsters in Japan—92m.—9-18-57—4379—TC-TE—(RKO).

**EVERYTHING BUT THE TRUTH** (5704)—C—Maureen O'Hara, Jahn Forsythe, Tim Hovey—Pleasant family divertisement—83m.—11-14-56—4251—EC.

**FOUR GIRLS IN TOWN** (5706)—C—George Nader, Julie Adams, Marianne Caok—Interesting pragrammer—85m.—12-12-56—4263—CS—TC—(B).

**GIRL IN THE KREMLIN, THE** (5718)—MD—Lex Barker, Zsa Zsa Gabor, Jeffrey Stone—Exploitation programmer has angles—81m.—5-1-57—4319—(B).

**GREAT MAN, THE** (5708)—D—Jase Ferrer, Dean Jagger, Julie London—Highly interesting drama—92m.—11-28-56—4259.

**GUN FOR A COWARD** (5711)—W—Fred MacMurray, Jeffrey Hunter, Janice Rule—Satisfactory western should please outdoor fans—88m.—12-26-56—4271—EC—CS.

**INCREDIBLE SHRINKING MAN, THE** (5715)—MD—Grant Williams, Randy Stuart, April Kent—Highly impressive science fiction entry—81m.—2-6-57—4287.

**INTERLUDE** (5728)—D—June Allyson, Rassano Brazzi—Powerful romance should appeal to femme trade—89m.—6-26-57—4344—TC—CS.

**ISTANBUL** (5709)—MD—Errol Flynn, Carnell Borchers, John Bentley—Okay programmer has Flynn name ta help—84m.—1-23-57—4279—TC—CS.

**JET PILOT**—(5732)—MD—John Wayne, Janet Leigh, Jay C. Flippen—Wayne name should help Air Force drama—112m.—10-2-57—4384—TC—(RKO)—(B).

**JOE BUTTERFLY** (5723)—C—Audie Murphy, Gearge Nader, Keenan Wynn, Kieke Shima—Highly amusing entry af G.I. occupation af Japan—90m.—5-1-57—4320—TC—CS.

**JOE DAKOTA** (5730)—W—Jock Mahaney, Luana Patten, Charles McGraw—Good off-beat western for the program—79m.—6-26-57—4344—EC.

**KELLY AND ME** (5714)—D—Van Johnson, Piper Laurie, Martha Hyer—Okay program entry—86m.—1-23-57—4279—TC—CS.

**KETTLES ON OLD MAC DONALD'S FARM, THE** (5721)—C—Marjorie Main, Parker Fennelly, Glaria Talbott—The Kettles are back far them that wants 'em—82m.—4353.

**LAND UNKNOWN, THE** (5727)—MD—Jock Mahoney, Shawn Smith—Good science fiction entry—78m.—4353—CS.

**MAN AFRAID** (5720)—MD—George Nader, Phyllis Thaxter, Tim Hovey—Good programmer—84m.—4-17-57—4314—CS.

**MAN OF A THOUSAND FACES**—5733—D—James Cagney, Dorothy Malone, Jane Greer—Well-made and highly interesting—122m.—7-24-57—4358—CS—(B).

**MAN IN THE VAULT** (709)—MD—William Campbell, Karen Sharpe, Anita Ekberg—For the duallers—73m.—12-26-56—4267—RKO.

**MIDNIGHT STORY, THE** (5726)—MD—Tony Curtis, Marisa Pavan, Gilbert Roland—Interesting, well made melodrama—89m.—6-26-57—4344—CS.

**MISTER CORY** (5713)—D—Tany Curtis, Martha Hyer, Charles Bickford—Well-made, attractive drama—92m.—1-23-57—4280—EC—CS—(B).

**MOLE PEOPLE, THE** (5702)—MD—Jahn Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—11-14-56—4252.

**MY MAN GODFREY**—C—June Allyson, David Niven, Martha Hyer—Highly amusing entry—92m.—9-4-57—4375—EC—CS.

**NIGHT PASSAGE** (5725)—MD—James Stewart, Audie Murphy, Dianne Foster—Entertaining outdoor action entry—90m.—6-26-57—4344—TC—Technirama.

**NIGHT RUNNER, THE** (5710)—MD—Ray Danton, Calleen Miller, Merry Anders—Psychological drama for lower half—79m.—1-23-57—4280.

**PUBLIC PIGEON No. 1** (708)—C—Red Skelton, Vivian Blaine, Janet Blair—Amusing Red Skelton entry—79m.—5-1-57—4320—TC—RKO.

**QUANTEZ**—(5734)—W—Fred MacMurray, Dorothy Malone, James Barton—Western has names to help—80m.—9-4-57—4375—EC—CS.

**ROCK, PRETTY BABY** (5707)—MU—Sal Mineo, John Saxan, Luana Patten—Juveniles should be real "gone" on this one—89m.—11-28-56—4259—(B).

**RUN OF THE ARROW** (5729)—D—Rod Steiger, Sarita Montiel, Brian Keith—Good offbeat Indian and Cavalry yarn—6-12-57—4338—TC—RKO.

**SLAUGHTER ON TENTH AVENUE**—(5801)—MD—Richard Egan, Jan Sterling, Dan Duryea—Good meller—103m.—9-18-57—4379.

**SLIM CARTER**—(5802)—D—Jock Mahoney, Julie Adams, Tim Hovey—Neat entry for the program—82m.—10-2-57—4384—EC.

**TAMMY AND THE BACHELOR** (5724)—C—Debbie Reynolds, Leslie Nielsen Walter Brennan—89m.—5-29-57—4335—TC—CS.

**TARANTULA** (5605)—MD—Jahn Agar, Mara Corday, Lea G Carroll—Good horror exploitation item—80m.—11-16-56—4063.

**TATTERED DRESS, THE** (5716)—D—Jeff Chandler, Jeanne Crain, Jack Carson—Highly interesting entry—93m.—3-6-57—4298—CS.

**THAT NIGHT**—5731—D—Jahn Beal, Augusta Dabney, Shepperd Strudwick—Heart attack made interesting—88m.—8-7-57—4363—RKO.

**UNHOLY WIFE, THE**—(5735)—D—Diana Dors, Rod Steiger, Tam Tryon—Pragram drama—94m.—9-4-57—4376—TC—RKO.

**YOUNG STRANGER, THE** (711)—D—James MacArthur, Kim Hunter, James Daly—Interesting, well-made entry—84m.—2-20-57—4292—RKO.

### TO BE REVIEWED

**ALL MINE TO GIVE**—Cameron Mitchell, Glynis Johns—TC—RKO.
**BIG BEAT, THE**—William Reynolds, Andra Martin, Jeffrey Stone—Color.
**DAMN CITIZEN!**—Keith Andes, Margaret Hayes, Gene Evans.
**FEMALE ANIMAL, THE**—Hedy Lamarr, Jane Powell, George Nader—CS.
**FLOOD TIDE, THE**—George Nader, Cornell Bouchers—CS.
**GAME CALLED LOVE, A**—Lana Turner, Jeff Chandler—Color—CS.
**GIRL MOST LIKELY, THE**—Jane Powell, Kaye Ballard, Tommy Noonan—RKO.
**HEMP BROWN**—Rory Calhoun, Beverly Garland—Color—CS.
**I MARRIED A WOMAN**—George Gobel, Diana Dors, Jessie Royce Landis—RKO.
**LOVE SLAVES OF THE AMAZONS**—Don Taylor, Giana Sigale, Eduardo Ciannelli—Color.
**MAGNIFICENT BRAT, THE**—Dan Duryea, Jan Sterling, Patty McCormack—Color—CS.
**MAN IN THE SHADOW**—Jeff Chandler, Orson Welles, Colleen Miller—CS.
**MIDDLE OF THE STREET**—Audie Murphy, Gia Scala, Henry Silva—C—CS.
**MONOLITH MONSTERS, THE**—Grant Williams, Lola Albright.
**MONEY, WOMEN AND DREAMS**—Jock Mahoney, Jeon Hagen, Jeffrey Stone—Color—CS.
**NO POWER ON EARTH**—Richard Egan, Julie London—CS.
**ONCE UPON A HORSE**—Don Rowan, Dick Mortin, Martha Hyer—Color—CS.
**RAW WIND IN EDEN**—Esther Williams, Jeff Chandler, Rosana Podesta—Color—CS.
**STAGE STRUCK**—Susan Strasberg, Henry Fonda, Joon Greenwood—Color—RKO.
**SUMMER LOVE**—John Saxon, Judy Meredith, Jill St. John.
**TAKE MY HAND**—Teresa Wright, Cameron Mitchell—Color—RKO.
**TARNISHED ANGELS, THE**—Rock Hudson, Robert Stack, Dorothy Malone—CS.
**TEACH ME HOW TO CRY**—John Soxon, Sandra Dee, Teresa Wright—CS.
**THERE'S A TIME TO LOVE**—John Govin, Lisa Pulver, Jock Mahoney—Color—CS.
**THIS IS RUSSIA**—Documentary produced by Sid Feder and Carey Wilson—Color.
**TOUCH OF EVIL**—Charlton Heston, Orson Welles, Janet Leigh.
**VIOLATORS, THE**—Arthur O'Connell—RKO.
**WESTERN STORY, THE**—Jock Mahoney, Gilbert Roland, Linda Cristal—Color—CS.

## Warner Bros.

**BABY DOLL** (607)—D—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama is best for sophisticated metropolitan spots—114m.—12-12-56—4263—(C).

**BAND OF ANGELS**—621—MD—Clark Goble, Yvonne De Carlo, Sidney Poitier—Gable entry has all the angles—127m.—7-24-57—4358—WC—(B).

**BIG LAND, THE** (610)—W—Alan Ladd, Virginia Mayo, Edmond O'Brien—Ladd hits the trail again in colorful outdoor show—93m.—2-6-57—4287—WC.

**BLACK PATCH** (702)—W—George Montgomery, Diane Brewster—Good off-beat western—83m.—9-18-57—4379.

**BLACK SCORPION, THE**—(705)—MD—Richard Denning, Mara Corday—Average entry in the "big bug" sweepstakes—88m.—10-2-57—4384.

**BRIGHT LEAF** (633)—D—Gary Cooper, Lauren Bacall, Jack Carson—Names will help reissue—110m.—5-15-57—4329.

**COUNTERFEIT PLAN, THE** (612)—MD—Zachary Scott, Peggie Castle—Slow moving English meller for the lower half—79m.—4-3-57—4309—England.

**CURSE OF FRANKENSTEIN, THE** (620)—MD—Peter Cushing, Christopher Lee, Hazel Court—Gruesome horror item—83m.—6-26-57—4345—Color—English—(B).

**D.I., THE** (617)—D—Jack Webb, Don Dubbins, Jackie Loughery—Forceful and timely story of U. S. Marine recruiting—106m.—6-12-57—4338.

**DEEP ADVENTURE** (4912)—NOV—Ross Allen, Dottie Lee Phillips—Colorful addition to any program—46m.—4353—WC—(B).

**EAST OF EDEN** (414)—D—James Dean, Julie Harris, Raymond Massey—Dean name will help this high rating drama—115m.—4-3-57—4309—WC—CS—RE.

**FACE IN THE CROWD, A** (616)—D—Andy Griffith, Patricia Neal, Anthony Franciosa—Impressive, compelling drama for adults—125m.—6-12-57—4339—(B).

**GIANT** (606)—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—10-17-56—4239—WC.

**GIRL HE LEFT BEHIND, THE** (605)—C—Tab Hunter, Natalie Wood—Highly amusing entry—103m.—11-14-56—4252—(B).

**HELEN MORGAN STORY, THE**—(704)—DMU—Ann Blyth, Paul Newman, Richard Carlson—Entertaining dramatic musical—118m.—10-2-57—4384—CS.

**JAMES DEAN STORY, THE**—623—NOV—James Dean—Novelty for lower half depends on Deon addicts for draw—82m.—8-7-57—4363.

**JIM THORPE—ALL-AMERICAN** (631)—D—Burt Lancaster, Charles Bickford, Steve Cochran—Names should land reissue in the better money—107m.—5-15-57—4329.

**JOHNNY TROUBLE** (703)—D—Ethel Borrymore, Cecil Kellaway, Stuart Whitman—Unassuming drama should appeal in smaller towns, family situations—80m.—9-18-57—4379.

**PARIS DOES STRANGE THINGS** (611)—C—Ingrid Bergman, Mel Ferrer, Jean Marais—Bergman name will barely carry this import—86m.—3-6-57—4299—TC—France—(B).

**PAJAMA GAME, THE** (701)—MU—Doris Day, John Raitt, Carol Haney—Bright, highly entertaining musical—101m.—8-7-57—4363—WC—(B).

**PRINCE AND THE SHOWGIRL, THE** (618)—C—Marilyn Monrae, Laurence Olivier—117m.—5-29-57—4335—TC—(B).

**REBEL WITHOUT A CAUSE** (504)—D—James Dean, Natalie Wood—Dean name should still keep this in the better money—111m.—4-3-57—4309—WC—CS.

**RISING OF THE MOON, THE**—(622)—D—Cyril Cusack, Noel Purcell, Jack MacGowaran—Charming film of Ireland and its people—81m.—4353—Filmed in Ireland.

**SHOOT-OUT AT MEDICINE BEND** (615)—W—Randolph Scott, James Craig, Angie Dickinson Okay Randolph Scott programmer—87m.—4-17-57—4315.

**SPIRIT OF ST. LOUIS, THE** (614)—D—James Stewart, Patricia Smith, Murray Hamilton—High rating dramatic entertainment—138m.—3-6-57—WC—CS.

**STRANGERS ON A TRAIN** (635)—MD—Farley Granger, Ruth Roman, Robert Walker—Reissue of top flight Hitchcock meller—101m.—5-15-57—4329.

**TOP SECRET AFFAIR** (609)—C—Susan Hawyard, Kirk Douglas, Paul Stewart—Highly amusing comedy—100m.—1-23-57—4280—(B).

**UNTAMED YOUTH** (613)—MD—Mamie Van Doren, Lori Nelson, John Russell—Highly exploitable rock 'n' roll meller should have youth appeal—80m.—4-3-57—4309—(B).

**WEST POINT STORY, THE** (634)—C—James Cagney, Virginia Mayo, Doris Day—Reissue should prove pleasing entertainment—107m.—5-15-57—4329.

**WINNING TEAM, THE** (632)—D—Doris Day, Ronald Reogon, Frank Lovejoy—Name values should help reissue of baseball show—98m.—5-15-57—4329.

**WOMAN IN A DRESSING GOWN**—D—Yvonne Mitchell, Anthony Quoyle—Off-beat drama for art and some regulation houses—93m.—9-18-57—4379—English.

**WRONG MAN, THE** (608)—D—Henry Fonda, Vera Miles—Highly interesting drama—105m.—1-9-57—4275.

**X, THE UNKNOWN** (619)—MD—Dean Jagger, Edward Chapman—Okay science fiction entry for lower half—80m.—6-26-57—4345—English.

**YOUNG MAN WITH A HORN** (636)—D—Kirk Douglas, Lauren Bacall, Doris Day—Reissue has plenty of angles—112m.—5-15-57—4329.

### TO BE REVIEWED

**BLONDE AND DANGEROUS**—Susan Oliver, Linda Reynolds, Carla Merey.
**BOMBERS B-52**—Karl Malden, Natalie Wood—WC—CS.
**CHASE A CROOKED SHADOW**—Richard Todd, Anne Baxter, Herbert Lom—English.
**DARBY'S RANGERS**—Etchika Choureau. James Garner, Jack Warden—WC.
**DEEP SIX, THE**—Alan Ladd, Dianne Foster. William Bendix.
**FIFTEEN BULLETS FROM FORT DOBB**—Clint Walker. Virginia Mayo.
**GREEN EYES**—Susan Oliver, Linda Reynolds, Carla Merey.
**HELL'S HIGHWAY**—Brian Keith, Dick Foran, Merry Anders.
**JAMBOREE**—Count Basie and Orchestra, Fats Domino.
**LEFT HANDED GUN, THE**—Paul Newman, Lita Milan.
**MARJORIE MORNINGSTAR**—Gene Kelly, Natalie Wood, Claire Trevor—C.
**MISGUIDED**—George Baker, Frankie Vaughan, Carole Lesley.
**NO TIME FOR SERGEANTS**—Andy Griffith, Myron McCormick, Nick Adams.
**OLD MAN AND THE SEA, THE**—Spencer Tracy—WC—CS.
**SAYONARA**—Marlon Brando, Red Buttons, Patricia Owens—TE.
**STAKEOUT ON DOPE STREET**—Yale Wexler, Jonathan Haze, Abby Dalton.
**STORY OF MANKIND, THE**—Ronald Colman, Hedy LaMarr, Charles Coburn.
**WESTBOUND**—Randolph Scott, Virginia Mayo, Karen Steele.
**WITH YOU IN MY ARMS**—Tab Hunter, Etchrika Choureau, J. Carroll Naish.

## English Films

(Distributors' addresses will be furnished on request)

**CONSTANT HUSBAND, THE**—CD—Rex Harrison, Margaret Leighton, Kay Kendall—Art house fluff—88m.—10-2-57—4385—Stratford.

**WEE GEORDIE**—C—Bill Travers, Alastair Sim, Norah Gorsen—Highly amusing entry—93m.—1-23-57—4280—Times.

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ANGELS OF DARKNESS**—D—Linda Darnell, Anthony Quinn, Valentina Cortesa—Exploitation item—84m.—1-23-57—4281—Italy—Dubbed in English—Exelsior.

**DOCTORS, THE**—D—Raymond Pellegrin—Good entry for art spots—92m.—10-31-56—4244—France—Titles—Union-Kingsley Int.—(B).

**DON GIOVANNI**—MU—Filmed grand opera for art spots—153m.—2-20-57—4293—EC—Austria—Festival.

**FRENCH CAN CAN**—MU—Jean Gabin—Interesting import—93m.—10-31-56—4244—TC—France—Titles—UMPO.

**INSIDE A GIRLS' DORMITORY**—C—Jean Marais, Francoise Arnoul—Amusing French who-done-it—100m.—11-14-56—4252—France—Titles—Ellis.

**IT HAPPENED IN THE PARK**—D—Anna Maria Ferrero, Francois Perier, Vittorio De Sica—Entertaining import for art spots—81m.—10-2-57—4385—French-Italian—Titles—Ellis.

**LA SORCIERE**—D—Marina Vlady—Okay art house entry—97m.—1-23-57—4281—France—Titles—Ellis.

**LOST CONTINENT, THE**—DOC—Directed and produced by Leonardo Bonzi—Interesting documentary—69m.—4-3-57—4310—Color—CS—Italy—Lopert.

**LOVER'S NET**—D—Francoise Arnoul, Daniel Gelin—Interesting drama for art houses—110m.—10-2-57—4385—France—Titles—Times.

**MARCELINO** — D — Pablito Calvo — Interesting, charming import—90m.—10-31-56—4245—Spain—Titles—UMPO.

**NANA**—D—Martine Carol, Charles Boyer—Lavish French drama is tasteless stuff—122m.—4355—EC—France—Titles—Times—(C).

**OBERSTEIGHER DER (THE FOREMAN)**—C—Cute entry for foreign language and art spots—98m.—12-26-56—4271—Austria—Titles—Casino.

**PANTALOONS**—C—Fernandel—Amusing import with Fernandel—93m.—2-20-57—4293—TC—France—Titles—UMPO—(B).

**ROYAL AFFAIRS IN VERSAILLES**—D—Sacha Guitry, Claudette Colbert—Lengthy tale of French nobility for art spots—152m.—5-1-57—4320—EC—France—Titles—Times—(B).

**STELLA**—D—Fair Greek offering for art and specialty spots—93m.—6-12-57—4339—(Greek-made; English titles)—(Burstyn)—(C).

**TEL AVIV TAXI**—C—Israeli cast—Fair comedy—70m.—2-20-57—4293—Israel—English dialogue—Principal.

**TEMPEST IN THE FLESH**—D—Francoise Arnoul, Raymond Pellegrin—Highly effective adult import for the art spots—92m.—2-20-57—4294—France—Titles—Pacemaker.

**THREE FEET IN A BED**—C—Fernandel—Moderately amusing farce—78m.—9-18-57—4379—France—Titles—Janus—(B).

**TWO LOVES HAD I**—MU—Gabriele Ferzatti, Marta Toren, Nadia Gray—Good entry for art spots—98m.—12-26-56—4271—Italy—English dialogue—TC—Jacon.

**VITELLONI**—D—Franco Fabrizi, Leonora Ruffo—Interesting import—103m.—12-12-56—4263 Italy—Titles—API—(B).

**VIRTUOUS SCOUNDREL, THE**—C—Michel Simon, Marguerite Pierry, Laura Badie—Amusing Sacha Guitry art house import—90m.—10-2-57—4385—France—titles—Zenith.

**WE ARE ALL MURDERERS**—D—Marcel Mouloudji—Superior drama for art and specialty spots—113m.—10-2-57—4385—France—Titles—Kingsley-Int.

**WHITE SHEIK, THE**—C—Alberto Sordi, Brunella Bovo—Highly amusing import—86m.—4-3-57—4310—Italy—Titles—Janus—(B).

## Miscellaneous

(Distributors' addresses will be furnished on request)

**ALBERT SCHWEITZER**—BIOD—Produced and directed by Jerome Hill—Attractive biographical drama for art sports—80m.—3-20-57—4303—EC—(deRochemont).

**ARMORED ATTACK (THE NORTH STAR)**—MD—Anne Baxter, Dana Andrews—Reissue is gripping war tale—105m.—9-18-57—4380—(NTA)—RE.

**BAGDAD AFTER MIDNIGHT**—BUR—For exploitation, burlesque spots—60m.—10-31-56—4245—(Sonney).

**BATTLE STRIPE (THE MEN)**—D—Morlon Brando, Teresa Wright—Reissue of outstanding story of wounded war vets—85m.—9-18-57—4380—(NTA)—RE.

**BIG FUN CARNIVAL, THE**—NOV—Marian Stafford, Jared Reed, the Bunin Puppets—Novelty should please youngsters at special showings—90m.—1-23-57—4281—(APA).

**CARTOUCHE**—MD—Richard Basehart, Patricia Roc—Lower half filler—73m.—9-4-57—4375—(RKO).

**CURFEW BREAKERS**—MD—Paul Kelly, Cathy Downs, Regis Toomey—Mild, inept expose of drug traffic among high school teenagers—70m.—4-3-57—4310—(Screen Guild).

**DAUGHTER OF HORROR** (Dementia)—MD—Adrienne Barret—Exploitation entry is only suited for particular situations—60m.—2-20-57—4294—(E.P.I.).

**FLAMING TEEN-AGE, THE**—MD—Noel Reyburn, Ethel Barrett—Amateurish "fast buck" attempt—55m.—5-15-57—4329—(Truman Ent.).

**FRONTIER WOMAN**—W—Cindy Carson, Lance Fuuller, Ann Kelly—Indian thriller okay for duellers—80m.—1-9-57—4275—EC—Vistarama—(Top).

**IS YOUR HONEYMOON REALLY NECESSARY**—C—Diana Dors—Pleasing bedroom farce—70m.—10-31-56—4244—English—(Brenner).

**LOVE ME MADLY**—C—Marilyn Waltz, Lynn Craig—"Fast buck" compilation—60m.—12-26-56—4271—Part Color—(McCarthy).

**NAKED EYE, THE**—DOC—Written, directed and produced by Louis Clyde Stoumen—Entry on photography for the art and specialty spots—71m.—5-1-57—4320—Part Color—(Film Rep.).

**NOAH'S ARK**—D—Dolores Costello, George O'Brien, Noah Beery—Museum piece has exploitation possibilities—72m.—7-24-57—4359—(Associated Artists-Dominent)—RE.

**OKLAHOMA!**—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—10-19-56—4051—EC—Todd-AO—(B)—(Magna).

**OEDIPUS REX**—D—Players of the Stratford, Ontario, Shakespearean Festival—Strictly for the specialty spots and situations catering to the school trade, drama troups, etc.—88m.—1-23-57—4281—EC—(MPD).

**ON THE BOWERY**—DOC—Produced by Lianel Rogosin—Off-beat and interesting documentary for specialty spots—65m.—4-17-57—4315—(Rogosin).

**ROCK BABY, ROCK IT**—MU—Johnny Carroll, Don Coats, Kay Wheeler—Mediocre "beat" film—67m.—5-15-57—4329—(Freebar Dis't).

**ROCKIN' THE BLUES**—MU—Mantan Moreland, Flourney Miller, Hal Jacksan—All Negro rock 'n' roll opus should click in some spots—66m.—4-3-57—4310—(Jewel).

**THEY WHO DARE**—MD—Dirk Bogarde, Akim Tamiroff—Interesting war entry—101m.—1-[illegible]5-57—4092—TC—(Famous).

**THRILLARAMA**—NOV—Albert Reynolds' wide screen novelty has technical problems, but can be played at many situations as a change of pace—90m.—3-6-57—4299—EC—(Thrillarama).

**UNTAMED MISTRESS**—NOV—Lower half exploitation subject—70m.—10-31-56—4245—Color—(Armond).

**VIOLENT YEARS, THE**—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—10-17-56—4239—(Phoenix).

**WALK INTO HELL**—MD—Chips Rafferty—Excellent film of type is best far art, specialty houses—93m.—9-18-57—4380—EC—New Guinea—(Patric).

**WALK THE DARK STREET**—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—10-31-56—4245—(Dominant).

**WETBACKS**—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—10-31-56—4246—Color—(Gibraltar).

**WHITE SLAVERY**—DOC—Photographed by Michael Steel—Has exploitation possibilities—56m.—7-24-57—4359—(Eden).

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# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1955-56 shorts product will be found on pages 4386 and 4387 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR.—Ed.)

## Buena Vista

### TECHNICOLOR FEATURETTE

| | | | | | |
|---|---|---|---|---|---|
| | (............) | Cow Dog | E | 22m. | 4246 |
| | (............) | Wet Back Island | E | 18m. | 4331 |

### PEOPLES AND PLACES

(CinemaScope; Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| | (............) | Disneyland | E | 42m. | 4271 |

### WALT DISNEY CARTOONS

| | | | | | |
|---|---|---|---|---|---|
| | (............) | A Cowboy Needs A Horse | E | 8m. | 4247 |

### WALT DISNEY CLASSIC CARTOON REISSUES

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 74101 | (Aug. 3) | The Hockey Champ | E | 7m. | 4208 |
| 74102 | (Aug. 24) | Pluto At The Zoo | G | 8m. | 4211 |
| 74103 | (Sept. 14) | Donald's Tire Trouble | E | 7m. | 4247 |
| 74104 | (Oct. 5) | The Purloined Pup | G | 7m. | 4247 |
| 74105 | (Oct. 26) | Bill Posters | G | 8m. | 4252 |
| 74106 | (Nov. 16) | Pluto's Playmate | E | 8m. | 4256 |
| 74107 | (Dec. 7) | Donald's Snow Fight | G | 7m. | 4283 |
| 74108 | (Dec. 28) | Society Dog Show | E | 7m. | 4283 |
| 74108 | (Jan. 18) | Donald's Gold Mine | G | 7m. | 4283 |
| 74110 | (Feb. 8) | T-Bone For Two | G | 7m. | 4283 |
| 74111 | (Mar. 1) | Dumbell Of The Yukon | G | 7m. | 4294 |
| 74112 | (Mar. 22) | Bone Trouble | E | 9m. | 4294 |
| 74113 | (............) | Window Cleaners | G | 8½m. | 4295 |

## Columbia

### TWO REEL
### COMEDIES
### ALL-STAR

| | | | | | |
|---|---|---|---|---|---|
| 1475 | (Nov. 22) | Pardon My Nightshirt (Clyde) | F | 16m. | 4283 |

### ASSORTED FAVORITE REPRINTS (6)

| | | | | | |
|---|---|---|---|---|---|
| 1421 | (Sept. 20) | Clunked In The Clink (Vague) | F | 16m. | 4246 |
| 1422 | (Oct. 18) | When The Wife's Away (Hugh Herbert) | F | 17m. | 4246 |
| 1423 | (Dec. 12) | She Took A Powder (Vague) | G | 16m. | 4294 |
| 1424 | (Jan. 3) | Nervous Shakedown (Herbert) | F | 15½m. | 4294 |
| 1425 | (Feb. 7) | A Miss In A Mess (Vague) | F | 15½m. | 4303 |
| 1426 | (Apr. 4) | Hot Heir (Hugh Herbert) | F | 18m. | 4335 |

### COMEDY FAVORITES RE-RELEASES

| | | | | | |
|---|---|---|---|---|---|
| 1431 | (Oct. 11) | Scooper Daaper (Sterling Holloway) | F | 18m. | 4246 |
| 1432 | (Nov. 15) | Jiggers My Wife (Shemp Howard) | F | 18m. | 4294 |
| 1433 | (Dec. 20) | The Sheepish Wolf (VonZell) | F | 17½m. | 4294 |
| 1434 | (Jan. 24) | Where The Pest Begins (Shemp Howard) | B | 17m. | 4294 |
| 1435 | (Mar. 7) | Stage Frights (Collins and Kennedy) | F | 19m. | 4335 |
| 1436 | (June 6) | Mr. Wright Goes Wrong (Sterling Holloway) | F | 19m. | 4368 |

### CINEMASCOPE MUSICAL TRAVELARKS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 1441 | (Feb. 14) | Wonders of New Orleans | G | 19m. | 4275 |
| 1442 | (Apr. 18) | Wonders of Washington | E | 20m. | 4310 |
| 1443 | (June 27) | Arrivederci Roma | G | 20m. | 4376 |
| | (.......) | Land of Laughter | G | 18m. | 4386 |

### SERIALS

| | | | | | |
|---|---|---|---|---|---|
| 1120 | (Nov. ) | Hop Harrigan (Reissue) | G | 15ep. | 4272 |
| 1140 | (Mar. ) | Congo Bill (Reissue) | G | 15ep. | 4311 |
| 1160 | (June 13) | The Green Goddess (Reissue) | F | 15ep. | 4347 |

### THE THREE STOOGES (8)

| | | | | | |
|---|---|---|---|---|---|
| 1401 | (Sept. 6) | Hot Stuff | F | 16m. | 4246 |
| 1402 | (Oct. 4) | Scheming Schemers | F | 16m. | 4259 |
| 1403 | (Nov. 8) | Commotion On The Ocean | F | 16m. | 4275 |
| 1404 | (Jan. 17) | Hoofs and Goofs | B | 15½m. | 4281 |
| 1405 | (Feb. 28) | Muscle Up A Little Closer | F | 17m. | 4294 |
| 1406 | (Mar. 28) | A Merry Mix-Up | F | 16m. | 4310 |
| 1407 | (Apr. 18) | Space Ship Sappy | G | 16m. | 4345 |
| 1408 | (June 13) | Guns A Poppin' | F | 16½m. | 4380 |

### One Reel

### CANDID MICROPHONES

(Reissue)

| | | | | | |
|---|---|---|---|---|---|
| 1551 | (Sept. 20) | Series 3, No. 3 | G | 10½m. | 4256 |
| 1552 | (Dec. 6) | Series 3, No. 4 | F | 11m. | 4295 |
| 1553 | (Jan. 3) | Series 3, No. 5 | G | 10m. | 4295 |
| 1554 | (Mar. 7) | Series 3, No. 6 | F | 10m. | 4339 |
| 1555 | (.......) | Series 4 No. 1 | F | 9m. | 4369 |
| 1556 | (.......) | Series 4 No. 2 | F | 11m. | 4369 |

### CAVALCADE OF BROADWAY

(Reissue)

| | | | | | |
|---|---|---|---|---|---|
| 1951 | (Sept. 6) | Cafe Society | G | 11m. | 4256 |
| 1952 | (Nov. 8) | Blue Angel | G | 10½m. | 4295 |
| 1953 | (Dec. 21) | Village Born | G | 9m. | 4295 |
| 1954 | (Feb. 21) | Leon And Eddie's | G | 11m. | 4315 |
| 1955 | (Apr. 11) | The Versailles | G | 10m. | 4335 |
| 1956 | (June 13) | The China Doll | G | 10m. | 4369 |

### COLOR FAVORITES CARTOONS

(Technicolor)
(Reissue)

| | | | | | |
|---|---|---|---|---|---|
| 1601 | (Sept. 6) | Leave Us Chase It | F | 6½m. | 4247 |
| 1602 | (Oct. 4) | Topsy Turkey | F | 6½m. | 4247 |
| 1603 | (Nov. 1) | Silent Tweetment | F | 6½m. | 4295 |
| 1604 | (Nov. 15) | Coo-Coo Bird Dog | F | 6m. | 4294 |
| 1605 | (Dec. 13) | Concerto In B-Flat Minor | G | 7m. | 4294 |
| 1606 | (Jan. 17) | Robin Hoodlum | G | 7m. | 4295 |
| 1607 | (Feb. 7) | Fowl Brawl | F | 7m. | 4303 |
| 1608 | (Feb. 21) | Magic Fluke | G | 7m. | 4311 |
| 1609 | (Mar. 14) | Cat-Tastrophy | F | 6m. | 4331 |
| 1610 | (Apr. 4) | Punchy DeLeon | G | 6½m. | 4331 |
| 1611 | (Apr. 18) | Wacky Quacky | F | 6m. | 4335 |
| 1612 | (June 6) | Grape Nutty | F | 6m. | 4368 |
| 1613 | (June 20) | Swing Monkey Swing | G | 7½m. | 4368 |
| 1614 | (July 4) | Two Lazy Crows | F | 7m. | 4369 |
| 1615 | (July 18) | Indian Serenade | G | 8m. | 4368 |

### CINEMASCOPE MAGOOS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 1751 | (Sept. 13) | Trail Blazer Magoo | E | 6m. | 4246 |
| 1752 | (Oct. 18) | Magoo's Problem Child | G | 6½m. | 4246 |
| 1753 | (Dec. 27) | Meet Mother Magoo | E | 6m. | 4283 |
| 1754 | (Feb. 21) | Magoo Goes Overboard | G | 6m. | 4294 |
| 1755 | (Apr. 25) | Matador Magoo | E | 6m. | 4339 |
| 1756 | (June 27) | Mr. Magoo Breaks Par | G | 6m. | 4368 |
| 1757 | (July 25) | Magoo's Glorious Fourth | G | 6m. | 4380 |
| 1758 | (Aug. 15) | Magoo's Masquerade | F | 6m. | 4386 |

### SCREEN SNAPSHOTS

| | | | | | |
|---|---|---|---|---|---|
| 1851 | (Dec. 15) | Hollywood Stars At A Party (Color) | F | 9½m. | 4283 |
| 1852 | (Feb. 28) | Hollywood Star Night (Tech.) | G | 10m. | 4315 |
| 1853 | (Mar. 28) | WAIF International Ball (Color) | G | 9m. | 4347 |
| 1854 | (Apr. 25) | Walter Winchell Party (Colar) | E | 9m. | 4347 |
| 1855 | (May 30) | Meet The Photoplay Winners | F | 10m. | 4371 |
| 1856 | (June 27) | The Mocambo Party | F | 10m. | 4371 |

### WORLD OF SPORTS

| | | | | | |
|---|---|---|---|---|---|
| 1801 | (Oct. 25) | Asphalt Playground | G | 10m. | 4276 |
| 1802 | (Nov. 29) | Midget Musclemen | G | 9m. | 4283 |
| 1803 | (Dec. 27) | Tee Topnotchers | F | 10m. | 4295 |
| 1804 | (Jan. 31) | Sharpshootin' Sportsmen | F | 9m. | 4295 |
| 1805 | (Feb. 28) | Flying Horses | F | 9m. | 4315 |
| 1806 | (Apr. 25) | Winged Fury | E | 9m. | 4339 |
| 1807 | (May 30) | Panama Playland | G | 9m. | 4376 |
| 1808 | (June 27) | Anglin' Around | G | 10m. | 4371 |
| 1809 | (July 25) | Wrestling Knights | G | 9m. | 4380 |

## MGM

### THREE REEL

### CINEMASCOPE SPECIAL

(Eastman Colar)

| | | | | | |
|---|---|---|---|---|---|
| A-801 | (Oct. 5) | The Battle Of Gettysburg | E | 30m. | 4252 |

### One Reel

### CINEMASCOPE CARTOONS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| C-831 | (Sept. 7) | Muscle Beach Tom | G | 7m. | 4203 |
| C-832 | (Sept. 21) | Millionaire Droopy | E | 7m. | 4206 |
| C-833 | (Oct. 12) | Downbeat Bear | G | 7m. | 4208 |
| C-834 | (Nov. 16) | Blue Cat Blues | G | 7m. | 4299 |
| C-835 | (Dec. 14) | Barbecue Brawl | G | 7m. | 4311 |
| C-836 | (Jan. 25) | Cat's Meow | F | 7m. | 4311 |
| C-837 | (Feb. 22) | Taps With Pops | F | 7m. | 4315 |
| C-838 | (Mar. 29) | Give And Tyke | G | 7m. | 4315 |
| C-839 | (Apr. 19) | Timid Tabby | G | 7m. | 4347 |
| C-840 | (May 17) | Grin And Share It | G | 7m. | 4347 |
| C-841 | (June 17) | Feedin' The Kiddie | G | 8m. | 4347 |
| C-842 | (July 26) | Scat Cats | G | 7m. | 4347 |

### GOLD MEDAL REPRINT CARTOONS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| W-861 | (Sept. 28) | Polka Dot Puss (T-J) | F | 8m. | 4236 |
| W-862 | (Oct. 5) | The Bear And The Bean (B-B) | G | 7m. | 4235 |
| W-863 | (Oct. 26) | Heavenly Puss (T-J) | F | 8m. | 4235 |
| W-864 | (Nov. 9) | Bad Luck Blackie (T-A) | G | 7m. | 4260 |
| W-865 | (Nov. 30) | Cueball Cat (T-J) | G | 7m. | 4260 |
| W-866 | (Dec. 7) | Senor Droopy (D) | G | 8m. | 4260 |
| W-867 | (Dec. 28) | Little Rural Riding Hood (T-A) | G | 6m. | 4260 |
| W-868 | (Jan. 4) | The Cat And The Mermouse (T-J) | G | 7½m. | 4311 |
| W-869 | (Jan. 18) | The Cuckoo Clock (T-A) | G | 7m. | 4311 |
| W-870 | (Feb. 1) | Tennis Chumps (T-J) | E | 7m. | 4311 |
| W-871 | (Feb. 15) | The Bear And The Hare (B-B) | F | 7m. | 4311 |
| W-872 | (Mar. 8) | Saturday Evening Puss (T-J) | G | 7m. | 4311 |
| W-873 | (Mar. 22) | Garden Gophers (T-A) | F | 7m. | 4311 |
| W-874 | (Apr. 5) | Little Quacker | G | 7m. | 4359 |
| W-875 | (Apr. 26) | The Chump Champ | F | 7m. | 4359 |
| W-876 | (May 3) | Safety Second | G | 7m. | 4368 |
| W-877 | (May 24) | The Peachy Cobbler | G | 7m. | 4368 |
| W-878 | (June 21) | The Framed Cat | G | 7m. | 4368 |

## Paramount

### POPEYE CHAMPIONS REISSUES

(Technicolar)

| | | | | | |
|---|---|---|---|---|---|
| E17-1 | (Sept. 6) | Tops In The Big Top | F | 7m. | 4388 |
| E17-2 | (Sept. 6) | Wotta Knight | F | 7m. | |
| E17-3 | (Sept. 6) | Tar With A Star | G | 7m. | |
| E17-4 | (Sept. 6) | How Green Was My Spinach | E | 7m. | 4388 |
| E17-5 | (Sept. 6) | Fistic Mystic | F | 7m. | 4388 |
| E17-6 | (Sept. 6) | Safari So Good | G | 7m. | 4388 |
| E17-7 | (Sept. 6) | Barking Dogs Don't Fite | G | 7m. | 4388 |
| E17-8 | (Sept. 6) | Baby Wants Spinach | G | 7m. | 4388 |

### CARTOON CHAMPIONS REISSUES

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| S17-1 | (Sept. 13) | Deep Boo Sea | G | 7m. | 4388 |
| S17-2 | (Sept. 13) | Spunky Skunky | G | 7m. | |
| S17-3 | (Sept. 13) | Cat-Choo | G | 7m. | 4388 |
| S17-4 | (Sept. 13) | Audrey The Rainmaker | G | 7m. | 4386 |
| S17-5 | (Sept. 13) | Cat Tamale | G | 7m. | 4388 |
| S17-6 | (Sept. 13) | By Leaps And Hounds | F | 8m. | 4388 |
| S17-7 | (Sept. 13) | Scout Fellow | G | 8m. | 4388 |
| S17-8 | (Sept. 13) | Cat Carson Rides Again | F | 7m. | 4388 |
| S17-9 | (Sept. 13) | The Awful Tooth | F | 7m. | 4386 |
| S17-10 | (Sept. 13) | Law And Audrey | G | 7m. | 4388 |
| S17-11 | (Sept. 13) | City Kitty | G | 7m. | 4388 |
| S17-12 | (Sept. 13) | Clown On The Farm | G | 7m. | 4388 |

### CASPER CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| B16-1 | (Nov. 2) | Fright From Wrong | G | 6m. 4256 |
| B16-2 | (Jan. 4) | Spooking About Africa | F | 6m. 4295 |
| B16-3 | (Mar. 1) | Hooky Spooky | F | 6m. 4355 |
| B16-4 | (May 24) | Peekaboo | F | 6m. 4359 |
| B16-5 | (July 19) | Ghost of Honor | | |
| B16-6 | (Aug. 30) | Ice Scream | | |

### HERMAN AND CATNIP CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| H16-1 | (Dec. 7) | Hide And Peak | F | 6m. 4295 |
| H16-2 | (Feb. 22) | Cat In The Act | F | 6m. 4355 |
| H16-3 | (June 14) | Sky Scrappers | | |
| H16-4 | (Aug. 16) | From Mad To Worse | | |

### NOVELTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| P16-1 | (Oct. 19) | Sir Irving And Jeames | G | 7m. 4256 |
| P16-2 | (Dec. 21) | Lion In The Roar | F | 6m. 4295 |
| P16-3 | (Jan. 25) | Pest Pupil | F | 6m. 4295 |
| P16-4 | (Mar. 29) | Fishing Tackler | F | 6m. 4355 |
| P16-5 | (June 7) | Mr. Money Gags | G | 7m. 4355 |
| P16-6 | (July 5) | L'Amour The Merrier | | |

### POPEYE CARTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| E16-1 | (Oct. 12) | Parlez Vous Woo | G | 6m. 4256 |
| E16-2 | (Nov. 16) | I Don't Scare | F | 6m. 4295 |
| E16-3 | (Dec. 14) | A Haul In One | G | 6m. 4295 |
| E16-4 | (Feb. 8) | Nearlyweds | F | 7m. 4355 |
| E16-5 | (Apr. 5) | The Crystal Brawl | F | 6m. 4359 |
| E16-6 | (May 10) | Patriotic Popeye | F | 8m. 4368 |
| E16-7 | (June 21) | Spree Lunch | | |
| E16-8 | (Aug. 9) | Spooky Swabs | | |

### SPEAKING OF ANIMALS

### CHAMPIONS

(Reissue)

| | | | | |
|---|---|---|---|---|
| A15-1 | (Sept. 30) | Tain't So | F | 10m. 4044 |
| A15-2 | (Sept. 30) | Monkey Shines | G | 9m. 4044 |
| A15-3 | (Sept. 30) | Be Kind To Animals | E | 8m. 4043 |
| A15-4 | (Sept. 30) | From A To Zoo | E | 9m. 4043 |

### TOPPERS

| | | | | |
|---|---|---|---|---|
| M15-1 | (Oct. 7) | Three Kisses | E | 10m. 4084 |
| M15-2 | (Nov. 11) | Reunion In Paris | G | 10m. 4096 |
| M15-3 | (Jan. 27) | Animals A La Carte | F | 10m. 4105 |
| M15-4 | (Mar. 9) | There's Gold In Them Thrills | F | 10m. 4126 |
| M15-5 | (May 4) | Ups And Downs | G | 9m. 4179 |
| M15-6 | (Aug. 24) | Herman Hickman's Football Review | G | 10m. 4256 |

### VISTAVISION SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| V15-1 | (............) | Bing Presents Oreste | E | 10m. 4126 |
| V15-2 | (June 29) | VistaVision Visits Panama | G | 10m. 4187 |
| V15-3 | (Aug. 3) | VistaVision Visits Gibraltar | G | 10m. 4240 |
| V15-4 | (Oct. 5) | VistaVision Visits Austria | E | 17m. 4252 |

## Republic

### SERIALS

| | | | | |
|---|---|---|---|---|
| 5682 | (Oct. 15) | Federal Operator 99 (Reissue) | G | 12ep. 4246 |
| 5683 | (Jan. 14) | Dangers Of The Canadian Mounted (Reissue) | G | 12ep. 4299 |
| 5684 | (Apr. 8) | The Purple Monster Strikes (Reissue) | G | 15ep. 4323 |
| | ( ) | Radar Men From The Moon (Reissue) | | 12ep. |

## 20th Century-Fox

### ONE REEL

### CINEMASCOPE

(Color)

| | | | | |
|---|---|---|---|---|
| 7701 | (Jan. ) | Port Of Sports | G | 9m. 4331 |
| 7702 | (Feb. ) | Divided By The Sea | E | 7m. 4331 |
| 7703 | (Mar. ) | Future Baseball Champs (Black and White) | G | 10m. 4331 |
| 7704 | (Apr. ) | Bluefin Fury | E | 8m. 4331 |
| 7705 | (May ) | Orient Express To Hong Kong | G | 9m. 4331 |
| 7706 | (June ) | Guardians Of The North | G | 8m. 4369 |
| 7707 | (July ) | Tempo Of Tomorrow | F | 8m. 4376 |
| 7708 | (Aug. ) | Swamp Boat Sports | E | 9m. 4376 |
| 7709 | (Sept. ) | Midway Medley | | |
| 7710 | (Oct. ) | Journey Thru Ceylon | | |

### TWO REEL

### CINEMASCOPE COLOR SPECIALS

| | | | | |
|---|---|---|---|---|
| 7608 | (Apr. ) | Land Of The Bible (DeLuxe Color) | E | 18m. 4114 |
| 7609 | (June ) | Dark Wave (Technicolor) One Reel | E | 23m. 4177 |

### CINEMASCOPE TERRYTOONS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5701 | (Jan. ) | John Doormat In Topsy TV | F | 7m. 4315 |
| 5702 | (Feb. ) | Spoofy In Gag Buster | F | 7m. 4355 |
| 5703 | (Mar. ) | Beefy In A Bum Steer | F | 7m. 4355 |
| 5704 | (Apr. ) | Sniffer In The Bone Ranger | F | 7m. 4380 |
| 5705 | (May ) | Gaston Is Here | G | 6m. 4368 |
| 5706 | (June ) | Shove Thy Neighbor | G | 7m. 4386 |
| 5707 | (July ) | Clint Clobber's Cat | F | 6m. 4376 |
| 5708 | (Aug. ) | Flebus | G | 7m. 4331 |

### TERRYTOON TOPPERS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 5731 | (Jan. ) | Heckle And Jeckle In Pirate's Gold | G | 7m. 4355 |
| 5732 | (Feb. ) | A Hare-Breadth Finish | G | 7m. 4339 |
| 5733 | (Mar. ) | African Jungle Hunt | F | 7m. 4347 |
| 5734 | (Apr. ) | Dimwit In Daddy's Little Darling | G | 7m. 4380 |
| 5735 | (May ) | Love Is Blind | G | 7m. |
| 5736 | (June ) | Beauty On The Beach | | |
| 5737 | (July ) | All This And Rabbit Stew | | |
| 5738 | (Aug. ) | Beaver Trouble | | |
| 5739 | (Sept. ) | Mighty Mouse In Goons From The Moon | | |
| 5740 | (Oct. ) | Nutsy In Squirrel Crazy | | |

### MOVIETONE MELODY

| | | | | |
|---|---|---|---|---|
| 7201 | (Nov. ) | Lawrence Welk and His Champagne Music (Reissue) | F | 9m. 4295 |

## Universal-International

### Two Reel

### SPECIALS

| | | | | |
|---|---|---|---|---|
| 3601 | (Mar. 4) | Song of The Grape (Color) | G | 20m. 4323 |
| 3602 | (July 8) | So Proudly We Hail (CS) | | |

### MUSICAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 3651 | (Nov. 25) | Riddles In Rhythm | G | 15m. 4283 |
| 3652 | (Dec. 17) | Skylarkin' Time | F | 15m. 4283 |
| 3653 | (Feb. 11) | Rhythms With Regis | F | 14m. 4315 |
| 3654 | (Feb. 25) | Golden Ladder | G | 15m. 4323 |
| 3655 | (Mar. 11) | Swingin' And Singin' | G | 15m. 4331 |
| 3656 | (April 8) | Riot In Rhythm | G | 16m. 4368 |
| 3657 | (May 6) | Dance Demons | G | 15m. 4368 |
| 3658 | (June 3) | Record Hop | | |
| 3659 | (July 1) | Salute To Song | | |
| 3660 | (July 29) | Taps And Tunes | | |
| 3661 | (Aug. 19) | Rolling In Rhythm | | |

### LAWRENCE WELK MUSICAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 3607 | ( ) | Champagne Music | | |
| 3608 | ( ) | Lawrence Welk & Orch. | | |
| 3609 | ( ) | The Modernaires and Lawrence Welk & Orch. | | |

### COLOR PARADES

| | | | | |
|---|---|---|---|---|
| 3671 | (Dec. 24) | Holiday In The Hills | G | 9m. 4283 |
| 3672 | (Jan. 21) | Valley of Two Faces (CS) | G | 10m. 4283 |
| 3673 | (Feb. 11) | Frozen Frontier | G | 9m. 4323 |
| 3674 | (Mar. 25) | Junior Jamboree | G | 9m. 4323 |
| 3675 | (May 20) | Crossroads Of The Ages | G | 9m. 4323 |
| 3676 | (July 1) | The Lion Dancers (CS) | | |
| 3677 | (Sept. 2) | Hurray All Boats | G | 9m. 4376 |
| 3678 | (Oct. 14) | A Brief Case | G | 9m. 4380 |

### WALTER LANTZ CARTUNES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 3611 | (Dec. 17) | Woodpecker Meets Davy Crewcut | G | 6m. 4283 |
| 3612 | (Jan. 14) | Fowled Up Party | G | 6m. 4283 |
| 3613 | (Feb. 11) | Red Riding Hoodlum | G | 6m. 4283 |
| 3614 | (Mar. 11) | The Plumber Of Seville | F | 6m. 4283 |
| 3615 | (Apr. 8) | Box Car Bandit | G | 6m. 4283 |
| 3616 | (May 6) | Operation Cold Feet | G | 6m. 4283 |
| 3617 | (June 3) | Unbearable Salesman | G | 6m. 4380 |
| 3618 | (July 1) | International Woodpecker | G | 6m. 4323 |
| 3619 | (July 29) | To Catch A Woodpecker | G | 6m. |
| 3620 | (Aug. 26) | Goofy Gardner | F | 6m. 4376 |
| 3621 | (Sept. 23) | Round Trip To Mars | G | 6m. |

### VARIETY VIEWS

| | | | | |
|---|---|---|---|---|
| 3691 | (Feb. 4) | Milk Run | G | 9m. 4323 |
| 3692 | (Mar. 4) | Monkeys Are The Craziest | F | 9m. 4323 |
| 3693 | (Apr. 1) | Bear Cubs Go Rural | F | 9m. 4323 |
| 3694 | (May 6) | Brooklyn Goes To Detroit | F | 9m. 4323 |
| 3695 | (June 17) | Your Zoo | E | 9m. 4371 |
| 3696 | (July 15) | What Is A Safari | | |
| 3697 | (Aug. 26) | Hot Reel | | |
| 3698 | (Sept. 23) | Brooklyn Goes To New Orleans | | |

## Warners

### SPECIAL FEATURETTES

| | | | | |
|---|---|---|---|---|
| 4911 | (............) | Chasing The Sun | G | 36m. 4252 |

### Two Reel

### WARNERCOLOR SCOPE GEMS (4)

| | | | | |
|---|---|---|---|---|
| 4101 | (Oct. 6) | South Of The Himalayas | E | 18m. 4264 |
| 4102 | (Dec. 29) | The Legend Of El Dorado | E | 18m. 4310 |
| 4103 | (July 13) | Blue Danube | | |

### SPECIALS (4)

(WarnerColor)

| | | | | |
|---|---|---|---|---|
| 4001 | (Sept. 8) | East Is East | G | 18m. 4246 |
| 4002 | (Dec. 2) | Howdy Partner | G | 18m. 4311 |
| 4003 | (Mar. 2) | Pearls Of The Pacific | G | 18m. 4368 |

### One Reel

### BLUE RIBBON HIT PARADES

(Reissue)

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4301 | (Sept. 15) | Mouse Mazurka | F | 8m. 4247 |
| 4302 | (Oct. 20) | Paying The Piper | F | 7m. 4247 |
| 4303 | (Nov. 17) | Daffy Duck Hunt | F | 7m. 4264 |
| 4304 | (Dec. 1) | Henhouse Hennery | E | 7m. 4272 |
| 4305 | (Jan. 19) | Swallow The Leader | F | 7m. 4323 |
| 4306 | (Feb. 2) | For Scent-Imental Reasons | G | 7m. 4323 |
| 4307 | (Mar. 9) | Mouse Wreckers | G | 7m. 4323 |
| 4308 | (Apr. 6) | Dough For The Do-Do | F | 7m. 4323 |
| 4309 | (Apr. 27) | Fast And Furry-Ous | G | 7m. 4323 |
| 4310 | (May 18) | Bear Feat | E | 8m. 4359 |
| 4311 | (June 15) | Each Dawn I Crow | G | 7m. 4368 |
| 4312 | (June 29) | Bad Ol' Putty Tat | F | 7m. 4368 |
| 4313 | (Aug. 24) | Hippety Hopper | | |

### BUGS BUNNY SPECIALS

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4723 | (Sept. 15) | A Star Is Bored | G | 7m. 4247 |
| 4724 | (Oct. 27) | Wideo Rabbit | G | 7m. 4256 |
| 4725 | (Dec. 15) | To Hare Is Human | F | 7m. 4311 |
| 4726 | (Feb. 9) | Ali Baba Bunny | E | 7m. 4311 |
| 4727 | (Apr. 13) | Bedeviled Rabbit | F | 7m. 4368 |
| 4728 | (May 25) | Piker's Peak | G | 7m. 4368 |
| 4729 | (July 6) | What's Opera Doc? | E | 7m. 4369 |
| 4730 | (Aug. 31) | Mugsy and Bugsy | G | 7m. 4368 |

### MERRIE MELODIES

(Technicolor)

| | | | | |
|---|---|---|---|---|
| 4701 | (Sept. 1) | Slap Hoppy Mouse | G | 7m. 4227 |
| 4702 | (Sept. 20) | Deduce, You Say! | G | 7m. 4247 |
| 4703 | (Oct. 13) | Yankee Dood It | F | 7m. 425 |
| 4704 | (Nov. 10) | There They Go-Go-Go | F | 7m. 425 |
| 4705 | (Nov. 24) | Two Crows From Tacos | G | 7m. 4247 |
| 4706 | (Dec. 8) | The Honey Mousers | G | 7m. 4311 |
| 4707 | (Jan. 5) | The Three Little Bops | E | 7m. 4311 |
| 4708 | (Jan. 12) | Tweet Zoo | F | 7m. 4311 |
| 4709 | (Jan. 26) | Scrambled Aches | F | 7m. 4311 |
| 4710 | (Feb. 23) | Go Fly A Kite | G | 7m. 4311 |
| 4711 | (Mar. 16) | Tweety And The Beanstalk | E | 7m. 4311 |
| 4712 | (Apr. 20) | Boyhood Daze | G | 7m. 4368 |
| 4713 | (May 4) | Cheese It, The Cat | F | 7m. 4368 |
| 4714 | (May 11) | Fox Terror | F | 7m. 4368 |
| 4715 | (June 8) | Steal Wool | F | 7m. 4368 |
| 4716 | (June 22) | Boston Quackie | G | 7m. 4368 |
| 4717 | (July 20) | Tobasco Road | | |
| 4718 | (Aug. 10) | Birds Anonymous | | |
| 4719 | (Aug. 17) | Ducking The Devil | | |
| 4720 | (Sept. 14) | Zoom And Bored | | |
| 4721 | (Sept.28) | Greedy For Tweety | | |
| 4722 | (Oct. 12) | Touche And Go | | |

### WARNERCOLOR SPECIALS (6)

| | | | | |
|---|---|---|---|---|
| 4401 | (Oct. 27) | Playtime Pals | G | 9m. 4247 |
| 4402 | (Mar. 30) | I'll Be Doggoned | E | 10m. 4369 |
| 4403 | (July 27) | Tales Of The Black Forest | | |

### WARNERCOLOR SCOPE GEMS (6)

| | | | | |
|---|---|---|---|---|
| 4501 | (Sept. 22) | Crossroads Of The World | E | 9m. 4276 |
| 4502 | (Nov. 3) | Magic In The Sun | E | 8m. 4283 |
| 4503 | (Feb. 16) | Under Carib Skies | F | 9m. 4323 |
| 4504 | (Aug. 3) | Alpine Glory | | |

## Miscellaneous

| | | |
|---|---|---|
| Bloodstock (BIS) (Color) | F | 15m. 4310 |
| Bespoke Overcoat, The (Arthur) | F | 33m. 4281 |
| Challenge In The Air (BIS) | F | 13½m. 4315 |
| Face Of Lincoln, The (Cavalcade) | G | 20m. 4331 |
| Hidden Talent (McCarthy) | F | 17m. 4272 |
| Impression Of London, An (BIS) (Technicolor) | E | 14m. 4311 |
| Majesty Of The Air (BIS) (Tech.) | G | 21m. 4311 |
| Red Balloon, The (Lopert) (Tech.) | E | 34m. 4310 |
| Robinson-Basilio Middleweight Championship Bout (UA) | E | 19½m. 4386 |
| Suez Canal—(Technicolor)—(deRochemont) | E | 25m. 4221 |
| Trooping The Colour (BIS) (Tech.) | G | 10m. 4331 |
| True Story Of The Civil War, The (Film Representations) | E | 33m. 4331 |
| Undersea Conquest (Lexington) (Color) | G | 18m. 4347 |

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

|  | A.A. | COLUMBIA | M.G.M. | PARAMOUNT | RANK | REPUBLIC | 20th-FOX | U.A. | UNIVERSAL | WARNERS | MISC. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NOW IN GENERAL RELEASE | **The Disembodied**<br>Paul Burke<br>Allison Hayes<br>**Cyclops**<br>James Craig<br>Gloria Talbott<br>Lon Chaney, Jr.<br>**Portland Expose**<br>Edward Binns<br>Virginia Gregg<br>**Death In Small Doses**<br>Peter Graves<br>Mala Powers<br>**From Hell It Came**<br>Tod Andrews<br>Tina Carver<br>**Man From Monterey**<br>Sterling Hayden<br>Pamela Duncan<br>**Teenage Doll**<br>June Kenney<br>John Brinkley<br>Fay Spain<br>**Undersea Girl**<br>Mara Corday<br>Pat Conway<br>**Naked In The Sun**<br>(C)<br>James Craig<br>Barton MacLane<br>Lita Milan | **Fire Down Below**<br>(CS-TC)<br>Rita Hayworth,<br>Robert Mitchum,<br>Jack Lemmon<br>**20 Million Miles To Earth**<br>William Hopper,<br>Joan Taylor<br>**The 27th Day**<br>Gene Barry,<br>Valerie French<br>**Jeanne Eagels**<br>Kim Novak<br>Jeff Chandler<br>**The Young Don't Cry**<br>Sal Mineo<br>James Whitmore<br>**No Time To Be Young**<br>Robert Vaughn<br>Dorothy Green<br>**Town On Trial**<br>John Mills<br>Barbara Bates<br>**Pickup Alley**<br>(CS)<br>Victor Mature<br>Anita Ekberg<br>**3:10 To Yuma**<br>Glenn Ford<br>Van Heflin<br>Kathryn Grant | **The Seventh Sin**<br>(CS)<br>Eleanor Parker,<br>Bill Travers,<br>George Sanders<br>**Something Of Value**<br>Rock Hudson,<br>Dana Wynter,<br>Wendy Hiller<br>**Man On Fire**<br>Bing Crosby<br>Inger Stevens<br>Mary Fickett<br>**Silk Stockings**<br>(CS-Color)<br>Fred Astaire<br>Cyd Charisse<br>Janis Paige<br>**Gun Glory**<br>(CS-C)<br>Stewart Granger<br>Rhonda Fleming<br>**Tip On A Dead Jockey**<br>(CS)<br>Robert Taylor<br>Dorothy Malone<br>**Decision Against Time**<br>Jack Hawkins<br>(England) | **Beau James**<br>(VV-TC)<br>Bob Hope<br>Vera Miles<br>Paul Douglas<br>**Loving You**<br>Elvis Presley<br>Lizabeth Scott<br>Wendell Corey<br>(VV-TC)<br>**Omar Khayyam**<br>(VV-TC)<br>Cornel Wilde,<br>Debra Paget<br>**Cecil B. DeMille's The Ten Commandments**<br>(VV-TC)<br>(Special Engagements)<br>**Stowaway Girl**<br>Trevor Howard<br>Elsa Martinelli<br>(England)<br>**Shortcut To Hell**<br>(VV)<br>Robert Ivers<br>Georgann Johnson<br>**Mr. Rock And Roll**<br>Alan Freed<br>Rocky Graziano<br>Lionel Hampton | **Value For Money**<br>(TC-VV)<br>John Gregson<br>Diana Dors<br>**Triple Deception**<br>(TC-VV)<br>Michael Craig<br>**The Third Key**<br>Jack Hawkins | **Time Is My Enemy**<br>Dennis Price<br>Renee Asherson<br>**The Lawless Eighties**<br>Buster Crabbe<br>Marilyn Saris<br>**Pawnee**<br>(C)<br>G. Montgomery,<br>Lola Albright<br>**Last Stagecoach West**<br>Jim Davis,<br>Mary Castle<br>**Taming Sutton's Gal**<br>John Lupton,<br>Gloria Talbott<br>**Hell Canyon Outlaws**<br>Dale Robertson<br>Brian Keith<br>Rosanna Rory | **Forty Guns**<br>(CS)<br>Barbara Stanwyck,<br>Gene Barry,<br>Barry Sullivan<br>**The Unknown Terror**<br>Paul Richards,<br>Mala Powers<br>**Back From The Dead**<br>Arthur Franz,<br>Peggie Castle,<br>Marsha Hunt<br>**Hell On Devil's Island**<br>Helmut Dantine<br>Donna Martell<br>**The Sun Also Rises**<br>(C-CS)<br>Ava Gardner<br>Tyrone Power<br>Errol Flynn<br>**Three Faces Of Eve**<br>(CS)<br>David Wayne<br>Joanne Woodward<br>**The Deerslayer**<br>(C-CS)<br>Lex Barker<br>Forest Tucker<br>Cathy O'Donnell | **Bayou**<br>Peter Graves,<br>Lita Milan<br>**The Monster That Challenged The World**<br>Tim Holt,<br>Audrey Dalton<br>**The Vampire**<br>John Beal,<br>Coleen Gray<br>**The Monte Carlo Story**<br>(TC)<br>Marlene Dietrich,<br>Vittorio De Sica<br>**The Fuzzy Pink Nightgown**<br>Jane Russell,<br>Keenan Wynn<br>**Valerie**<br>Sterling Hayden,<br>Anita Ekberg<br>**Jungle Heat**<br>Lex Barker,<br>Mari Blanchard<br>**My Gun Is Quick**<br>Robert Bray<br>**Lady Of Vengeance**<br>Dennis O'Keefe,<br>Ann Sears | **Joe Butterfly**<br>(CS-TC)<br>Audie Murphy<br>George Nader<br>Burgess Meredith<br>**The Midnight Story**<br>(CS)<br>Tony Curtis,<br>Marisa Pavan,<br>Gilbert Roland<br>**Interlude**<br>(CS-TC)<br>June Allyson,<br>Rossano Brazzi<br>**Doctor At Large**<br>(VV-C)<br>(English)<br>Dirk Bogarde<br>**Run Of The Arrow**<br>(TC)<br>Rod Steiger,<br>Sarita Montiel<br>**Night Passage**<br>(TC)<br>James Stewart<br>Audie Murphy<br>Dianne Foster<br>**That Night**<br>John Beal<br>Augusta Dabney<br>**Man Of A Thousand Faces**<br>(CS)<br>James Cagney<br>Dorothy Malone | **A Face In The Crowd**<br>Andy Griffith<br>Patricia Neal<br>**The D.I.**<br>Jack Webb,<br>Don Dubbins,<br>Jackie Loughery<br>**The Prince And The Showgirl**<br>(TC)<br>Marilyn Monroe,<br>Laurence Olivier<br>**X—The Unknown**<br>Dean Jagger<br>**The Curse Of Frankenstein**<br>(C)<br>Peter Cushing,<br>Hazel Court<br>**Band Of Angels**<br>(C)<br>Clark Gable<br>Yvonne DeCarlo<br>**Rising Of The Moon**<br>Frank Lawton<br>Denis O'Dea<br>**The James Dean Story**<br>James Dean | **Johnny Tremain**<br>(TC)<br>(Disney)<br>Hal Stalmaster<br>Luana Paten,<br>Jeff York<br>(BuenaVista)<br>**Drag Strip Girl**<br>Steve Terrell<br>Fay Spain<br>(American Int.)<br>**Rock All Night**<br>Dick Miller<br>and Platters<br>(American Int.)<br>**Bambi**<br>(TC)<br>(Disney)<br>(RE)<br>(Buena Vista)<br>**I Was A Teenage Werewolf**<br>Michael Landon<br>Yvonne Lime<br>(American-Int.)<br>**Invasion Of The Saucer Men**<br>Steve Terrell<br>Gloria Castillo<br>(American-Int.) |
| PROMISED FOR EARLY RELEASE | **Looking for Danger**<br>Bowery Boys<br>**Streets Of Havana**<br>John Cassavetes<br>Raymond Burr<br>Sara Shane<br>**The Rifle**<br>(C)<br>Joel McCrea<br>Virginia Mayo<br>**Hunchback Of Notre Dame**<br>(TC-CS)<br>Gina Lollobrigida<br>Anthony Quinn<br>**Hongkong Story**<br>Jack Kelly<br>Lita Hwa<br>**Sabu and the Magic Ring**<br>(C)<br>Sabu<br>**Up In Smoke**<br>Bowery Boys<br>**The Barbarians**<br>Pierre Cressoy<br>Helene Remy<br>**New Day At Sundown**<br>(CS)<br>George Montgomery<br>Randy Stuart | **The Brothers Rico**<br>Richard Conte<br>Dianne Foster<br>**The Parson and The Outlaw**<br>(TC)<br>Anthony Dexter<br>Buddy Rogers<br>Marie Windsor<br>**Woman Of The River**<br>(TC)<br>Sophia Loren<br>Gerard Oury<br>**The Story of Esther Costello**<br>Joan Crawford<br>Rossano Brazzi<br>**Domino Kid**<br>Rory Calhoun<br>Kristime Miller<br>**The Tijuana Story**<br>Rodolfo Acosta<br>James Darren<br>Jean Wiles<br>**The Harlem Globetrotters**<br>(RE) | **Action Of The Tiger**<br>(CS-Color)<br>Van Johnson<br>Martine Carol<br>**House Of Numbers**<br>Jack Palance<br>Barbara Lang<br>**The Hired Gun**<br>Rory Calhoun<br>Anne Francis<br>**Until They Sail**<br>Jean Simmons<br>Joan Fontaine<br>Paul Newman<br>**The Invisible Boy**<br>Richard Eyer<br>Diane Brewster<br>Philip Abbott<br>**I Accuse**<br>Jose Ferrer<br>Viveca Lindfors<br>Anton Walbrook<br>**Les Girls**<br>(C-CS)<br>Gene Kelly<br>Mitzi Gaynor<br>Kay Kendall<br>Taina Elg<br>**Jailhouse Rock**<br>(CS)<br>Elvis Presley<br>Judy Tyler | **The Devil's Hairpin**<br>(VV)<br>Cornel Wilde<br>Jean Wallace<br>**The Joker Is Wild**<br>(VV)<br>Frank Sinatra<br>Jeanne Crain<br>**Sailor Beware**<br>(RE)<br>Dean Martin<br>Jerry Lewis<br>**Jumping Jacks**<br>(RE)<br>Dean Martin<br>Jerry Lewis<br>**Hear Me Good**<br>(VV)<br>Hal March<br>Merry Anders<br>**Zero Hour**<br>(VV)<br>Dana Andrews<br>Linda Darnell<br>Sterling Hayden<br>**The Tin Star**<br>(VV)<br>Henry Fonda<br>Anthony Perkins<br>Betsy Palmer<br>**Sad Sack**<br>(VV)<br>Jerry Lewis<br>Phyllis Kirk<br>David Wayne | **The Black Tent**<br>(TC-VV)<br>Anthony Steel<br>**A Town Like Alice**<br>Virginia McKenna<br>**The Gentle Touch**<br>(T)<br>George Baker<br>**As Long As They're Happy**<br>(EC)<br>Jack Buchanan<br>Diana Dors<br>**Jacqueline**<br>John Gregson<br>Kathleen Ryan<br>**Pursuit Of The Graf Spee**<br>(TC-VV)<br>John Gregson<br>**An Alligator Named Daisy**<br>(TC-VV)<br>Donald Sinden<br>Diana Dors<br>**The Spanish Gardener**<br>(TC-VV)<br>Dirk Bogarde<br>Jon Whiteley | **Operation Conspiracy**<br>Philip Friend<br>Mary Mackenzie<br>**The Wayward Girl**<br>Marcia Henderson<br>Peter Walker<br>**Panama Sal**<br>Elena Verdugo<br>Edward Kemmer<br>**Raiders Of Old California**<br>Jim Davis<br>Arleen Whelan<br>**The Crooked Circle**<br>John Smith<br>Fay Spain<br>**Thunder Over Tangier**<br>Robert Hutton<br>Lisa Gastoni<br>**Plunderers Of El Dorado**<br>Vera Ralston<br>George Macready<br>**Hell Ship Mutiny**<br>Jon Hall<br>John Carradine<br>Roberta Hayes<br>**Fighting Wildcats**<br>Keefe Brasselle<br>Kay Callard | **No Down Payment**<br>(CS)<br>Jeffrey Hunter<br>Sheree North<br>Tony Randall<br>**The Copper Sky**<br>Coleen Gray<br>Jeff Morrow<br>**Stopover Tokyo**<br>(DC-CS)<br>Robert Wagner<br>Joan Collins<br>Edmond O'Brien<br>**Ride A Violent Mile**<br>(RS)<br>John Agar<br>Penny Edward<br>**April Love**<br>(DC-CS)<br>Pat Boone<br>Shirley Jones<br>**Under Fire**<br>Rex Reason<br>Henry Morgan<br>Steve Brodie<br>**Ghost Diver**<br>James Craig<br>Audrey Totter<br>**The Abominable Snowman Of The Himalayas**<br>(RS)<br>Forrest Tucker<br>Peter Cushing | **Chicago Confidential**<br>Brian Keith<br>Beverly Garland<br>**Gunsight Ridge**<br>Joel McCrea<br>Mark Stevens<br>Joan Weldon<br>**Enemy From Space**<br>Brian Donlevy<br>**The Careless Years**<br>Dean Stockwell<br>Natalie Trundy<br>**Street Of Sinners**<br>Geo. Montgomery<br>Geraldine Brooks<br>**Satchmo, The Great**<br>Louis Armstrong<br>**Time Limit**<br>Richard Widmark<br>Richard Basehart<br>**Hell Bound**<br>John Russell<br>June Blair<br>**The Girl In Black Stockings**<br>Lex Barker<br>Anne Bancroft<br>**Mustang**<br>Jack Beutel<br>Madelyn Trahey | **Joe Dakota**<br>(C)<br>Jock Mahoney<br>Luana Patten<br>**The Land Unknown**<br>(CS)<br>Jock Mahoney,<br>Shawn Smith<br>**Jet Pilot**<br>(TC)<br>John Wayne,<br>Janet Leigh<br>**Quantez**<br>(EC-CS)<br>Fred MacMurray<br>Dorothy Malone<br>**The Unholy Wife**<br>(TC)<br>Diana Dors<br>Rod Steiger<br>**Escapade In Japan**<br>(TC-TE)<br>Teresa Wright<br>Cameron Mitchell<br>**Slaughter On Tenth Avenue**<br>Richard Egan<br>Jan Sterling<br>Dan Duryea<br>**Slim Carter**<br>(C)<br>Jock Mahoney<br>Tim Hovey<br>Julie Adams | **The Pajama Game**<br>(C)<br>Doris Day<br>John Raitt<br>Carol Haney<br>**Black Patch**<br>George Montgomery<br>Diane Brewster<br>**Johnny Trouble**<br>Ethel Barrymore<br>Cecil Kellaway<br>Stuart Whitman<br>**The Helen Morgan Story**<br>(CS)<br>Ann Blyth<br>Paul Newman<br>Richard Carlson<br>**Black Scorpion**<br>Richard Denning<br>Mara Corday<br>**The Story Of Mankind**<br>All-Star Cast<br>**Woman In A Dressing Gown**<br>Yvonne Mitchell<br>Anthony Quayle | **Reform School Girl**<br>Gloria Castillo<br>(American Int.)<br>**Rock Around The World**<br>Tommy Steele<br>(American Int.)<br>**The Amazing Colossal Man**<br>Glenn Langan<br>Cathy Downs<br>(American Int.)<br>**The Cat Girl**<br>Lynn Tracey<br>Barbara Shelley<br>(American Int.)<br>**Perri**<br>(TC)<br>(Disney)<br>(Buena Vista) |

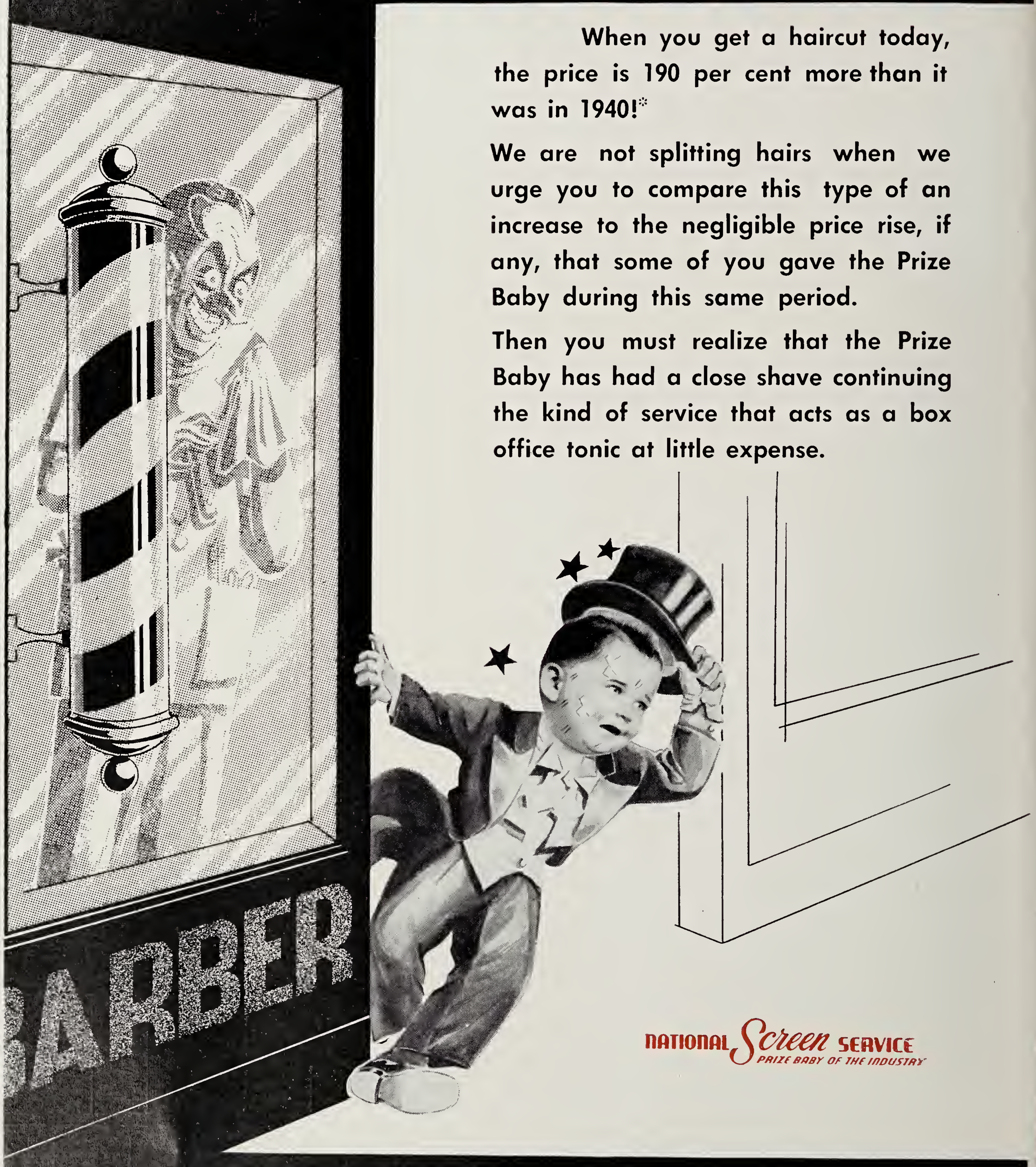
**SYMBOLS USED ABOVE:** **CS—CinemaScope, C—Color, RE—Reissue, TC—Technicolor, VV—VistaVision—Name of country, other than U.S.A., indicates import.**

# A CLOSE SHAVE FOR BABY!

When you get a haircut today, the price is 190 per cent more than it was in 1940!*

We are not splitting hairs when we urge you to compare this type of an increase to the negligible price rise, if any, that some of you gave the Prize Baby during this same period.

Then you must realize that the Prize Baby has had a close shave continuing the kind of service that acts as a box office tonic at little expense.



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

*FIGURES COMPILED FROM THE CONSUMER PRICE INDEX, BUREAU OF LABOR STATISTICS, U. S. DEPT. OF LABOR

# MOTION PICTURE EXHIBITOR

OCTOBER 16, 1957 VOLUME 58 NUMBER 25
IN TWO SECTIONS • THIS IS SECTION ONE

***Conciliation . . .***
***A Test Of Goodwill***

*editorial*

## Myers Scores Para. Acquisition

*(page 7)*

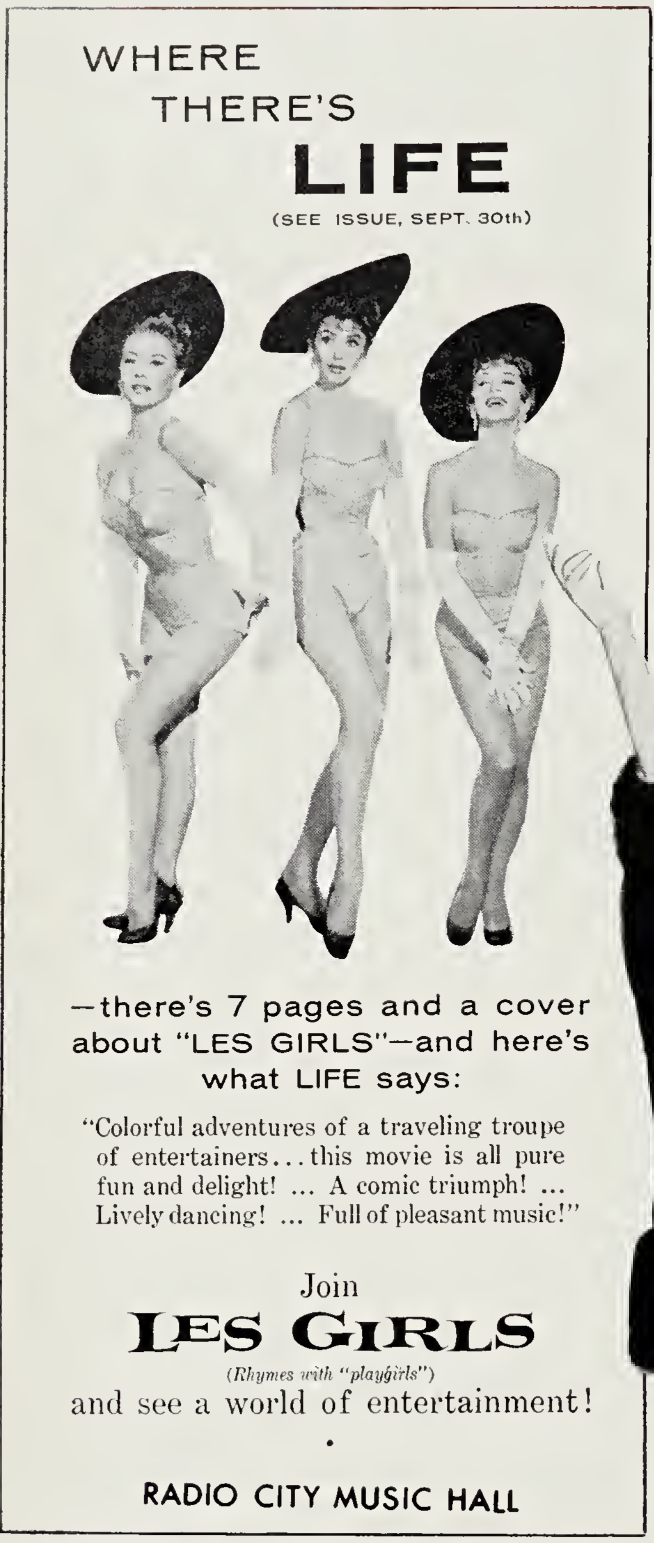
## UA Announces Diversification

*(page 8)*

**AND FEATURING: THE SERVISECTION**

George Murphy, the industry's Goodwill Ambassador, was master of ceremonies last fortnight for the Louisville, Kentucky, world premiere of MGM's "Raintree County."

# GOLD DIGGERS!



WHERE
THERE'S
**LIFE**
(SEE ISSUE, SEPT. 30th)

—there's 7 pages and a cover about "LES GIRLS"—and here's what LIFE says:

"Colorful adventures of a traveling troupe of entertainers... this movie is all pure fun and delight! ... A comic triumph! ... Lively dancing! ... Full of pleasant music!"

Join
**LES GIRLS**
(Rhymes with "playgirls")
and see a world of entertainment!

•

RADIO CITY MUSIC HALL

ABOVE: One of the N. Y. ads

## "LES GIRLS" BIGGEST NON-HOLIDAY BIZ IN MORE THAN A YEAR AT THE HALL. TOPS TERRIFIC "TEAHOUSE!" *(in spite of RAIN and WORLD SERIES)*

## FLATTERY IS "LES GIRLS" BEST FRIEND! LISTEN!

"BEST BOX-OFFICE BUY IN TOWN." —*Gilbert, Mirror*

★★★★—"FOUR STARS. TOPNOTCH ENTERTAINMENT." —*Cameron, News*

"A JOY AND DELIGHT!" —*Crowther, Times*

"MOST SPARKLING OF ALL." —*Cook, World-Telegram*

"HONEY OF A MUSICAL." —*Pelswick, Journal-American*

"A PICTURE TO SEE TWICE." —*Winsten, Post*

"OUT OF THIS WORLD." —*Hedda Hopper*

"SOMETHING TO CHEER ABOUT." —*Louella Parsons*

*M-G-M presents a Sol C. Siegel Production of Cole Porter's "LES GIRLS" starring GENE KELLY · MITZI GAYN*
*KAY KENDALL · TAINA ELG · co-starring Jacques Bergerac · Screen Play by John Patrick · Story by Vera Casp*
*Music and Lyrics by Cole Porter · In CinemaScope And Metrocolor · Associate Producer Saul Chaplin · Directed by George C*

MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

OCTOBER 16, 1957

VOLUME 58 NUMBER 25

## CONCILIATION . . . A TEST OF GOODWILL

Come November 1, and the introduction of a nationwide conciliation system between exhibitors and distributors, and many a facet of film buying and film selling is going to be put to the acid tests of good faith and good will.

Actually, "conciliation" is nothing more or less than an agreement binding both exhibitors and distributors to negotiate fairly, and with consideration for one another's problems; and all in the presence of one or more witnesses taking active or passive part. The same phony "pitches" and the same boloney "bitches" can be made, the same threats to throw the other party "out of my office" can be shouted, and the same promises to tell the whole matter to "Uncle Sam" can be recorded, but they will always be restrained and weakened by the knowledge that there is an additional and unemotional pair of eyes looking on, and an additional and unimpressed pair of ears listening in. And a great deal of the success or failure of conciliation will depend on the candor and sincerity of those eyes and ears.

During the seller's market that has dominated this industry in recent years, many a branch manager saw no reason to listen even to well documented complaints about individual salesmen, and many general sales managers gave similar protection to individual branch managers. And fearing to worsen an already hostile condition, many a theatreman boiled inside and built actual hatreds rather than go over a particular salesman's or branch manager's head. All of this is obviated now by the simple word "conciliation," and by the new practice it will make commonplace.

None of this will better the sharp sales practices, the actual subterfuges, the efforts to cheat or steal, or the "blackmail" law suits. But by conditioning the sales atmosphere, so that honest mistakes and forthright misunderstandings are eliminated, the people and practices that have fostered the other conditions can be isolated on the point of a pin,—and possibly fumigated.

So this is the possibility in conciliation. Men of good will, negotiating in good faith, should like it. We hold no brief for the others.

## LEO'S LOUISVILLE LOLAPOLOOZA

While we aren't any more sure of the spelling than you are, that MGM junket to Louisville, Ky., for the glittering world bow of "RAINTREE COUNTY" was a real lolapolooza. And the reason for using that word is the simple fact that there is no other word to describe it. The picture is a big $6,000,000 epic Civil War drama reminiscent of "GONE WITH THE WIND," and the festivities took their cue from its very bigness and importance.

There were two full days of parades, motorcades, Hollywood stars, public introductions, a charity ball, luncheons, cocktail parties, banquets, and national wire service, radio, and TV news service, as well as national magazine coverages. The climax was the big world premiere, manfully presided over by George Murphy, and attended by a hand picked audience of political, show business, and communication industry greats.

Louisville went into a tailspin. And flying back to New York many of us felt we could spin in ourselves without the friendly aircraft. We think "RAINTREE COUNTY" will account for itself at the boxoffice. But if it doesn't, it won't be because Howard Dietz and his staff didn't give it a powerful start.

### AND IT SEEMS TO US:

- While "saturation bookings" are on the increase due to the by-passing of first runs in large cities to accomplish multiple theatre "breaks" in what would normally be subsequent run theatres, the policy is still in the gimmick class. If used sparingly and with good judgment, it will get many a picture a healthy area gross, weeks or months earlier than the same picture would have accomplished similar returns through normal runs and clearances. But what if this method is used to force a bunch of "klucks" on an unsuspecting public? What if it develops into nothing more than big advertising campaigns on poor pictures, and a lot of doors open so the public will buy a lot of tickets before the word gets around? Showmen in the old "carny" days used to get away with it, because when the public woke up the next morning, the lot was bare and the show had "hit the road." But you can't move a theatre that quick. Not even a bankrupt one. So here is a prayer that we keep the golden goose alive.

The movie-going public has a long memory.

*Jay Emanuel*

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, Calif. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; William Haddock, Physical Theatre and Extra Profits departmental editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (52 issues); and outside of the United States, Canada, and Pan-American countries, $5 per year (52 issues). Special rates for two and three years on application. Entered as second class matter at the Philadelphia, Pennsylvania, post office. Address letters to 246-48 North Clarion Street, Philadelphia 7, Pennsylvania.

# REPORT ON THE WORLD PREMIERE OF M-G-M's "RAINTREE"

## THE EXHIBITOR'S REPORT

Dear M-G-M: Our heartfelt congratulations to you all. "RAINTREE COUNTY" sold out all performances first week and also big advance sale on future weeks at Brown Theatre. A major contender for Academy Awards and big in every standard. Entire town turned out for premiere festivities and was star-struck with excitement. Louisville still agog at wonderful premiere. Warmest personal regards.

D. Irving Long, President
4th Avenue Amusement Co.

★

## THE CRITIC'S REPORT

Boyd Martin in the Louisville Courier-Journal says:

"'RAINTREE COUNTY' worth waiting for. Brought very close to you in new process Camera 65. Reveals a canvas of cyclorama proportions. While the Civil War provides the spectacular moments — the characters provide the real absorbing ones. Casting done with exceptional success. Outstanding are Elizabeth Taylor, Eva Marie Saint and Montgomery Clift. All three are sensitive performances and Miss Taylor particularly brilliant. Held my interest unflaggingly."

★

## THE NEW YORK TIMES REPORT

On-the-scene-coverage by famed critic Bosley Crowther.

"LOUISVILLE, Ky., Oct. 2 — 'RAINTREE COUNTY' has festive debut. Movie based on Lockridge novel attracts 5,000 to Louisville ceremonies. Two days of assorted civic activities came to a climax here with a Kentucky-flavored world premiere. It is

*(Continued)*

*(Continued)*

a huge, spectacular drama in color. It runs for more than three hours. The selection of Louisville for the premiere was said to have been promoted by the fact that much of the film was shot on location in Danville, Ky., sixty-five miles from here."

# THE TRADE PRESS REPORT

"Of major stature all the way. One of the biggest productions from M-G-M. Commensurate with the lavishness of the attraction is the roadshowing, which means, immediately, an aura of importance. Big-time picture-making." —*VARIETY*

"One of the small, select group of motion pictures to which the word 'great' may be properly applied. First mention must be made of the stars, Montgomery Clift, Elizabeth Taylor and Eva Marie Saint, each of top-ranking stature. A superb production." —*MOTION PICTURE HERALD*

"A picture of vast proportions. A drama of human conflict set against the background of Civil War, this M-G-M production sets a milestone." —*FILM DAILY*

"Easily M-G-M's most ambitious and important production in years. Sequences of outstanding interest, Civil War battle, capture of Atlanta, old-fashioned July Fourth celebration, mammoth political rally, all made memorable by the new process and color." —*MOTION PICTURE DAILY*

"Big colorful spectacle, highly dramatic and rich in production values with topnotch performances by the stars. Miss Taylor delivers the finest performance of her career." —*BOXOFFICE*

"A definite box office hit with appeal to women as well as men. Excellent." —*MOTION PICTURE EXHIBITOR*

"A vast undertaking with dramatic impact and narrative scope . . . a monumental production." —*INDEPENDENT FILM JOURNAL*

"An epic production on super scale . . . big and engrossing. The story pounds across with tremendous force. Three hours big, the biggest picture so far this year." —*THE HOLLYWOOD REPORTER*

# NEXT

LOS ANGELES —Stanley Warner Beverly Hills—Just opened!
BOSTON —Astor —October 17th
CHICAGO —McVickers —October 23rd
WASHINGTON, D. C.—Ontario —October 29th

★

*M-G-M presents in MGM Camera 65 • MONTGOMERY CLIFT • ELIZABETH TAYLOR • EVA MARIE SAINT in "RAINTREE COUNTY" co-starring NIGEL PATRICK • LEE MARVIN • with Rod Taylor • Agnes Moorehead Walter Abel • Jarma Lewis • Tom Drake • Screen Play by Millard Kaufman, Associate Producer • Based on the Novel by Ross Lockridge, Jr. • Music by Johnny Green • Print by Technicolor® • Directed by Edward Dmytryk • Produced by David Lewis*

# ITOA Reelects Brandt And Other Incumbents

NEW YORK—Harry Brandt, president, Brandt Theatres, was elected president, Independent Theatre Owners Association of New York for the 24th consecutive term at a meeting of the Association held at Toots Shor's Restaurant last fortnight.

Other officers reelected were Max A. Cohen, board chairman and first vice-president; William Namenson, second vice-president; Julius Sanders, third vice-president; Norman Leff, fourth vice-president; Leon Rosenblatt, treasurer; Edith Marshall, secretary; and John C. Bolte, Jr., Sgt.-at-Arms.

Elected to the board of directors were Samuel Einhorn, Norman Elson, Sam Freedman, Bob Goldblatt, Al Greene, Jack Hattem, Ben Knobel, Sam Koenig, Larry Kurtis, Murray LeBoss, Martin Levine, Al Margolies, Irving Renner, Ray Rhone, Jack Rochelle, Tom Rodgers, and Murray Schoen. Associate directors include Jack Heyman and Melvin Miller.

Brandt and Morton Sunshine, executive director, were to represent the organization in Washington last week at the informal hearing with representatives of the Department of Justice relative to production by the former affiliated circuits.

New members of the Association include the Triboro, Manhattan, operated by Nathaniel Freedman, and the Valley, Spring Valley, N. Y., operated by Howard and Ronald Lesser.

## Brandt To Receive Human Relations Award

NEW YORK—It was announced last fortnight by Robert S. Benjamin, United Artists board chairman and 1957 Joint Defense Appeal of the American Jewish Committee, also the Anti-Defamation League of B'nai B'rith motion picture division chairman, that Harry Brandt will be the recipient of the third annual presentation of the industry's Human Relations Award at a testimonial luncheon to be held at the Sheraton-Astor Hotel, Nov. 4.

**At the recent Cinema Lodge, B'nai B'rith Samuel Rosen Honor Night in the Hotel Sheraton-Astor, New York, Rabbi Joseph Lockstein, Kehilath Jeshurun Synagogue, presented the Cinema Lodge Honor Scroll to Rosen as, left, Robert K. Shapiro, Lodge president, and, right, Jack H. Levin, chairman for the evening, looked on.**

## MGM Sales Meeting

LOUISVILLE, KY.—Charles M. Reagan, vice-president and general sales manager, MGM, who is a member of the all-industry committee on arbitration and conciliation, conducted a three-day meeting of company sales executives here last fortnight following the world premiere of "Raintree County." The industry conciliation system, which is to become effective Nov. 1, was discussed.

Participating in the meetings were John P. Byrne and Robert Mochrie, assistant sales managers; John Maloney, Burtus Bishop, Jr., John Allen, Lou Formato, and Herman Ripps, division managers; and Hilly Cass, Canadian sales manager.

## Toll-TV Report Delayed

WASHINGTON—A reworking of the Federal Communication Commission's staff document outlining the limitations for the Commission's proposed test of subscription television delayed last fortnight its completion. It was said that the statement would be ready for the commission meeting some time this week.

# The NEW YORK Scene

### By Mel Konecoff

THE DICK POWELL CAPER: There was this star, see. He was doing real well in the acting and loot department but he thought he was getting too old, so he turned to directing and producing and before you could say Dick Powell, and he was pretty good at it, see. So recently at lunch, he spills all like how he's got the arm put on him for seven features over a 15 year period by Buddy Adler and S. P. Skouras, toppers at 20th-Fox. His first is "Enemy Down Below" which has been completed and goes this winter.

Powell isn't opposed to appearing in films if a nice juicy part comes his way, but otherwise he's like to stick to the rear-end of the camera, turning out films both for theatres and TV, where he's got a couple of series going of which he has pieces. This guy has got a beef about his old features being re-run on TV, and he's not getting paid for it.

Next on the Powell tip sheet is "The Hunter," a fighter pilot type story with a Korean background. He claims that movies generally have improved in stories, technique, and presentation over the last couple of years, and he likes Code supervision but he did get in that if you only make pictures to satisfy pressure groups, then you have to make pictures about children only. Ergo, you have to push a little sometimes. TV, on the other hand, gets away with murder compared to movies, and it's only fair that they, too, should have Code-type supervision. See.

**MORE FILMS: National Television Film Associates, speaking through its director of theatrical distribution, Al Schwalberg, made a bid for a slice of the theatrical market with some of the films it has acquired before they go out on the TV network. The success of the package "Battle Stripe," formerly "The Men," and "Armored Attack," formerly "North Star," which he predicted will bring in between $600,000 and one million dollars in their reissue has set the wheels rolling whereby other packages that have been reedited and reworked are in the process.**

(*Continued on page 10*)

# BROADWAY GROSSES

(As of this Monday)

## "Les Girls" Still Tops

NEW YORK—Radio City Music Hall, with MGM's "Les Girls," was the only Broadway first run reporting above average business in what amounted to a decidedly lack-lustre weekend.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**THE BLACK SCORPION**" (Warners). Paramount ($47,654)*—Combined with a horror stage show, $33,000 was reported for the first week.

"**MY MAN GODFREY**". (U-I). Roxy ($81,398)—Friday, Saturday, and Sunday reported at $31,137, with the opening week expected to hit $63,000. Usual stage show.

"**LES GIRLS**" (MGM). Radio City Music Hall ($146,192)—Thursday through Sunday accounted for $107,000, with the second happy week claimed at $160,000. Usual stage show.

"**THE JOKER IS WILD**" (Paramount). Capitol ($39,813)—Third week heading toward $35,000.

"**THE HELEN MORGAN STORY**" (Warners). Astor ($24,578)—Second week reported at $18,000.

"**THREE FACES OF EVE**" (20th-Fox). Victoria ($21,930)—Third week dropped to $12,000.

"**UNTIL THEY SAIL**" (MGM). Loew's State ($18,644)—First nine days reported at $11,000.

"**JET PILOT**" (U-I). Palace—Second week estimated at $19,000.

**Figures in parentheses represent 1956 weekly averages as reported in MOTION PICTURE EXHIBITOR.*

## Smith Leaves AA International

NEW YORK—Norton Ritchey, president, Allied Artists International Corporation, last week announced the resignation of Edwin J. Smith, vice-president in charge of the United Kingdom and Continental Europe.

Ritchey, in a personal message to Smith, stated: "I deeply regret the loss of your services and reluctantly accept your resignation. I want to take this opportunity to express my gratitude for your efforts on behalf of Allied Artists and extend to you our best wishes for your continued success."

Prior to joining Allied Artists two years ago, Smith was assistant foreign sales manager for RKO.

Kenneth W. Murray, former secretary, Associated British Pathe, Ltd., has been appointed to succeed Smith, effective immediately, Ritchey announced later.

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# Myers Scores Paramount Acquisition

## Illinois Allied Opposes Para. Theatre Purchase

CHICAGO—Jack Kirsch, president, Allied Theatres of Illinois, Inc., announced last week that two major resolutions had been passed by the organization's board of directors, dealing with the industry's conciliation plan and with the Paramount Pictures acquisition of the Esquire here.

With respect to conciliation, the directors endorsed the plan agreed to earlier by distribution and exhibition representatives "for the purpose of settling amicably and quickly controversies which an exhibitor has not been able to settle with a particular distributor, and that the Plan be given a reasonable trial to determine its value." The facilities and office personnel of Illinois Allied were volunteered to any member desiring to institute proceedings under the plan.

In consideration of the Paramount theatre acquisition, the directors resolved that the board "looks with great disfavor upon and condemns the recent move of Paramount Pictures in acquiring the ownership of the Esquire . . . it being the feeling that this step by Paramount Pictures will have the effect of further restricting the showing of motion pictures in the Chicago area. It is a foregone conclusion that one of the principal reasons Paramount Pictures is acquiring the Esquire Theatre is to utilize that theatre for the extended and unlimited run of its pictures, thereby reducing the value of such pictures to subsequent run independent exhibitors."

In the same resolution, the Paramount action was described as "morally at variance" with the federal government's divorcement decree. National Allied was called upon to examine "the legal aspects" of the matter.

### AB-PT To Get Award

NEW YORK—In the final ratings by an independent board of judges in the seventeenth annual survey of Financial World, national weekly magazine, American Broadcasting-Paramount Theatres, Inc., was judged as having the best annual report of the motion picture industry for the fifth consecutive year.

The bronze "Oscar of Industry" will be presented at the annual awards banquet in the grand ballroom of the Hotel Statler here on Oct. 28.

### TV Technique Decried

HOLLYWOOD — Arthur Lonergan, past president, Society of Motion Picture Art Directors, stated here last fortnight that by copying television photographic techniques, many film makers are decreasing the "visual scope" of their productions.

"Television is circumscribed by physical limitations of the 'small screen'," Lonergan said, "and it is unfortunate that so many motion picture producers attempt to accept this limitation."

### Leonard Goldberg, Exhibitor

BOSTON—Leonard Goldberg, 65, past president, Independent Exhibitors of New England, Inc., and owner, Adams, Quincy, Mass., died last fortnight at Cape Cod Hospital,, Hyannis, Mass., after a long illness.

Goldberg had long been active in National Allied and at one time was chairman of the board of the New England unit. He is survived by his wife, a son, a daughter, and several grandchildren.

## Jubilee Marked This Week; Star Tour Is Cancelled

**NEW YORK—The Golden Jubilee of the Motion Picture Industry, celebrating the fiftieth anniversary of the first motion picture made in Hollywood, will be held as scheduled in Los Angeles tomorrow (Oct. 17) with a star-studded civic luncheon, it was announced last week by the Motion Picture Association of America.**

**It was further stated that because of the extensive production commitments of top star personalities in Hollywood and elsewhere, the contemplated 22-day tour of 17 cities to celebrate the Golden Jubilee will not take place as previously announced.**

## SEC Bares Industry Stock Transactions

WASHINGTON — The Securities and Exchange Commission last fortnight reported recent industry stock transactions.

Harold J. Mirisch sold in August his entire personal holding of 12,000 shares of Allied Artists common stock. He still holds, through Kenilworth Investment Company, 17,000 shares. George N. Blatchford sold out his AA holding with the disposal of 2,000 shares of common; W. Ray Johnston sold his with the disposal of 5,000 shares; and A. B. MacDonald sold his entire holding of 1,000 shares. Allied Artists purchases were made by Samuel Broidy, who bought 1,500 shares to make a total holding of 61,718 shares, and George D. Burrows purchased 2,100 shares, increasing his total holding to 25,386.

Herbert J. Yates, it was reported, bought 3,100 shares of Republic common in July and 3,700 shares in August, bringing his total to 54,060.

B. Gerald Cantor bought 5,000 shares of National Theatres common in August, raising his total to 50,000 shares, the SEC stated.

Robert H. O'Brien bought 500 shares of Loew's, Inc., common in August, his total holdings.

## TOA To Review Cable TV; Johnston To Address Meet

**NEW YORK—It was announced last fortnight by Theatre Owners of America that the exhibition group is lining up speakers to discuss both sides of the cable TV issue at the annual convention to be held at the Americana Hotel, Miami Beach, Fla., Nov. 20-23.**

**The speakers will be heard at an open session the morning of Nov. 21. Delegates will meet in closed session in the afternoon "to draw definite conclusions" on cable TV. Members were asked to "consider both sides, then act in your own best interests."**

**It was announced that Eric Johnston, MPAA president, will address the convention in one of his rare appearances before an exhibitor group.**

**Mitchell Wolfson, honorary chairman of the convention, issued a statement that the meet will be the biggest in the organization's history, with registrations running 150 per cent ahead of previous records.**

## Allied Head Charges Monopolistic Practices; Brandt, Reade Back Move As A Product Boost

WASHINGTON—Abram F. Myers, National Allied board chairman and general counsel, issued a statement last fortnight in connection with Paramount Pictures' move to reenter the field of theatre operation through the purchase of the 1,400 seat Esquire, Chicago.

Said Myers, "Paramount has shown a disposition to roadshow or specially handle all its pictures above run of the mill. Putting these pictures in its own theatre with no limitation on the duration of run will confer on Paramount a monopoly of the exhibition of its pictures in the entire Chicago area. That area, as is well known, extends across state lines, so that it will amount to an interstate monopoly."

Myers emphasized that the announcement of Paramount's acquisition of the Esquire came within days of the Washington conference set by the Department of Justice to discuss a proposal that the divorced circuits be permitted to engage in film production and distribution. "The timing of the announcement," he said, "leads me to believe that Paramount is serving notice on the divorced circuits that, if they enter production and distribution, they will have to cope with the competition of the film companies in exhibition. What effects this acquisition will have on the Department of Justice conference I do not know, but it may cool the ardor of the circuits to make and distribute pictures."

On the other hand, Walter Reade, Jr., former Theatre Owners of America president and head of Walter Reade Theatres, and Harry Brandt, head, Independent Theatre Owners Association of New York, and president, Brandt Theatres, indicated that they approve Paramount's move. Reade said he "would like to see every production and distribution company own hundreds of theatres" since they would then be under compulsion to make sufficient product to supply the needs of their theatres, with the result that more product would be made available for the independent exhibitors at the same time." Brandt said, "Just as I am in favor of divorced circuits going into production, so am I in favor of producers-distributors going into exhibition." He said also that the entry of producers and distributors into exhibition would assure more product, since they would have to provide a flow of pictures for their own houses.

Meanwhile, Elmer Balaban, who with Harry Balaban controls the H. and E. Balaban Corporation from which Paramount acquired the Chicago theatre, said he does not know who will operate the house for Paramount. He said his company will sell any theatre in its circuit.

### Jack L. Warner Honored

HOLLYWOOD—Jack L. Warner, president of Warners, was honored as the outstanding Shriner of the motion picture industry by the Westwood Shrine Club, under the auspices of the Al Malaikah Temple, at a dinner last week in the Beverly Hilton Hotel.

Mervyn LeRoy, past recipient of the award, introduced Warner; the presentation was made by Nat Mallerstein, president of the Westwood Shrine Club.

# UA Announces Diversification; Youngstein Heads New Companies

NEW YORK—Arthur B. Krim, president of United Artists Corporation, announced last week that the company is expanding its activity in the entertainment industry and has formed two new, wholely-owned subsidiaries, United Artists Records Corporation and United Artists Music Corporation. Max E. Youngstein, vice-president of the motion picture organization, has been elected president of both music enterprises. Youngstein's services in the new posts will be in addition to a continuation of all his activities with the parent company.

The record and music publishing companies will employ the world-wide distribution and merchandising facilities of United Artists Corporation, it was announced. Operations of the two subsidiaries will involve a new, full-scale application of motion picture promotion techniques to the sale of records and sheet music.

Commitments with a number of leading artists in the recording field were currently under discussion, Krim stated. Music distributed by the new companies will include, but will not be limited to, songs and scores from United Artists films.

In announcing formation of the two corporations, Krim stated, "United Artists' broadened participation in the entertainment field is another forward stride in our long-range expansion program. We are confident that these new ventures will place us in an even stronger financial position and substantially enhance the value of our services film producers, exhibitors, and the motion picture public.

"To music artists we are able to offer the special benefits of a global promotion and distribution organization equipped to develop the widest possible market."

In outlining the operational program for the two subsidiaries that he will head, Youngstein declared, "We believe that the music business is ideally suited to motion picture promotion and distribution methods. This has never been attempted before on a full-scale basis. . . . By coordinating our film and music activities, we expect to inaugurate the kind of sustained cross-promotion that will yield important advantages in the two fields for both the company and artists recording on the new United Artists label. Thus, with our record and music operations, we are acquiring a fresh source of revenue and a new preselling tool."

On April 24 of this year, United Artists stock was offered publicly for the first time in the company's 38-year history. Common shares were admitted to trading on New York Exchange on July 17.

## DeMille Honored Again

HOLLYWOOD—Cecil B. DeMille was to leave here late last week for an extended tour of European capitals prior to international release of "The Ten Commandments." En route, he was to stop at Baylor University, Waco, Tex., to address the fifth annual conference on American ideals and to receive an honorary degree of Doctor of Laws from Dr. W. R. White, president of Baylor.

DeMille will visit Rome, Milan, Frankfurt, Berlin, Paris, and London. In each city, he will take part in discussions on the picture, and attend screenings arranged for leaders of government and private industry.

**Charles Einfeld, 20th-Fox vice-president, center, recently charted promotional plans for the Todd-AO film of Rogers and Hammerstein's "South Pacific" with Oscar Hammerstein II, left, and Magna president George Skouras.**

## UA Circuit Names Bollengier

NEW YORK—George P. Skouras, president, United Artists Theatre Circuit, Inc., last fortnight announced the election of A. E. Bollengier as treasurer and a director of the company.

Vice-president, treasurer, and a director of Magna Theatre Corporation since March, 1956, Bollengier will retain that post in addition to his new duties.

## Western Wage-Hour Talks

WASHINGTON — It was announced last week that a House Labor Subcommittee will conduct hearings in western cities, beginning Oct. 31, on proposals to broaden coverage of the Federal wage-hour law.

## Columbia Execs Discuss Conciliation, New Films

NEW YORK—Columbia divisional managers met in the Savoy-Plaza Hotel here last weekend with top home office sales executives to discuss the workings of the industry's new distributor-exhibitor conciliation system and the sales plans for two major releases, "Pal Joey" and "The Bridge on the River Kwai."

A. Montague, vice-president in charge of distribution, was to discuss the conciliation system, which he, as a member of the committee which framed it, helped to establish. With general sales manager Rube Jackter, Montague was to explain also the policy to be followed on "The Bridge on the River Kwai." As announced by Montague, earlier, exhibitors from all sections of the country will be invited to view the film and to discuss the method of presentation on an individual situation basis.

"Pal Joey" will start its first engagements Oct. 25 in the Capitol here; the State-Lake, Chicago; and in Los Angeles' Egyptian, it was said. "The Bridge on the River Kwai" will open in the Palace here and the Egyptian, Los Angeles, in December on a reserved-seat basis, and in Chicago on the same basis early in 1958.

Division managers attending the one-day session were to include Nat Cohn, New York; Harry Rogovin, Boston; Harry Weiner, Philadelphia; Sam Galanty, Washington; Robert J. Ingram, Atlanta; Ben Lourie, Chicago; Carl Shalit, Detroit; Ben Marcus, Kansas City; Jack Tillman, San Francisco; and Wayne Ball, Los Angeles.

## NT Declares Dividend

LOS ANGELES — A quarterly dividend of 12½ cents per share on the outstanding common stock, payable Oct. 31 to stockholders of record on Oct. 17, was declared last fortnight by the National Theatres board of directors.

# Allied Agenda Eyes Business Boost, Reappraisal Of Cooperation Policy

WASHINGTON—Abram F. Myers, general counsel and board chairman, National Allied, indicated last fortnight that one of the principal topics at the group's convention to be held at the Concord Hotel, Kiamesha Lake, N. Y., Oct. 28-30 will be "how to build up a family audience."

In fact, Myers said this subject would be fully explored at the business session on Oct. 29, which will be devoted to business building. All convention delegates will be asked to suggest devices and stunts for use in the ordinary family type theatre. A committee will be named to go over the suggestions and the person submitting the best will be awarded a prize. "We look for a very interesting disclosure of constructive thinking on the part of exhibitors attending the convention," Myers said.

A review of National Allied's cooperative policy in effect since its Dallas convention last year will be undertaken by the board of directors immediately preceding the convention. This review will determine whether the cooperative policy "should be further adhered to or whether Allied should revert to the militant tactics which characterized it during the greater part of its career."

It is said that Allied representatives who attended the sessions of the joint industry arbitration committee "have sought in every way possible to develop an arbitration system that would conform to the recommendations of the Senate Select Committee on Small Business, and now feel that they must make a full disclosure of the condition that has arisen to the board."

Allied's status with respect to readmission to COMPO membership, apparently still in an indecisive stage despite the fact that the Allied board, at its last meeting in Pittsburgh, designated Ben Marcus of Milwaukee its representative on the COMPO triumvirate, also will be placed before the board. Directors will be asked to advise Allied's COMPO negotiating committee "whether to pursue the matter of readmission any further."

The board, as well as the convention, will devote time to consideration of the plans advanced for the industry business-building campaigns.

The keynote speech for the convention will be delivered by president Julius M. Gordon, who has been engaged since assuming that post in February in implementing the policy of cooperation.

## "Pay-As-You-Choose" Prompts Counter Suit

INDIANAPOLIS—Syndicate Theatres, Inc., in a counter-claim filed in U. S. District Court in connection with Paramount's $50,000 damage action following the circuit's "pay what you choose" playdate of "The Ten Commandments" at the Crest, Wabash, Ind., asked damages of $36,000 and costs, and a requirement that the film company be required to permit additional playing time of the picture at this theatre.

Syndicate claims it had the right to continue exhibition of "Commandments" beyond two weeks, that the licensing contract did not require a specific admission price, and did not prohibit the "pay what you choose" policy followed at the Crest. The circuit further charges that any implied agreement on admission prices "to make said agreement reasonably profitable to the parties" would be illegal and void because such action would be in violation of the Sherman Act.

The action asks that Paramount's complaint be dismissed and that the distributor be required to "perform the contract and permit additional playtime" on the film.

## Griffiths, KRS Head, Dies

LONDON—Sir David E. Griffiths, 62, president, Kinematograph Renters Society, died last fortnight after a brief illness. He headed the Society from 1936 to 1939, and from 1947 until his death. He had been a member of the Royal Naval Film Corporation, vice-chairman of the Royal Air Force Cinema Corporation, chairman of Malta United Film Corporation, and a director of Hospital Film Service, Ltd., Films Management, Ltd., British Film Production Fund, and the Children's Film Foundation. He was knighted in 1953.

## Schwalb Named AA Exec.

HOLLYWOOD — Ben Schwalb, producer for Allied Artists since 1949, last fortnight was elected assistant secretary of the company at a board of directors meeting.

## Governor's Conference Eyes Admission Tax Kick-Back

**CHICAGO—A group of 10 governors, representing the Governors' Conference, and a Federal task force headed by Treasury Secretary Robert B. Anderson met here last week. It was agreed that the Federal admission tax should be turned back to the states just as soon as the states show willingness to take over more Federal spending.**

**One possibility at that time would be an interim tax credit approach on the admissions tax. That is, the Federal government would continue levying the tax as at present, but states and cities would be invited to levy a tax of their own, and theatre owners and others would then deduct from their return to the Federal government the amount of any new state or local admissions taxes. After a few years, the Federal tax would be ended.**

## MPEAA Negotiations

NEW YORK—The Motion Picture Export Association of America announced last week that negotiations on the new Franco-American film agreement are continuing, and that is was hoped that a constructive arrangement could be worked out in the near future.

Any published statements referring to details of a concluded arrangement were categorically denied by the MPEAA.

## Archinal To Coast

NEW YORK—Harry Archinal, assistant to Buena Vista's foreign sales manager, Ned Clarke, was to leave New York for the coast last week to assume new duties with Walt Disney Productions. Archinal has been appointed assistant to Ray Keller, Disney Studio.

## Paramount Production Up, No Budget Ceiling

NEW YORK—"Never in Paramount's history have so many quality pictures been finished, in production, or ready to go before the cameras," said Barney Balaban, president, as he reported to his sales staff last week following 10 days of production meetings at the Paramount Studio in Hollywood. "And in addition," he continued, "we have no fixed production budget for the future, in order to leave ourselves free to accept production projects as they develop.

"I am happy to report to Paramount's worldwide organization and the exhibitors it serves, that we have the pictures, the financial resources, and the talent to furnish theatres of the world with motion pictures designed to attract maximum audiences today. We will start 1958 with 32 important properties, many of them completed or in final production stages," Balaban stated.

Balaban further pointed out that, in addition to forthcoming productions, boxoffice power is assured by Cecil B. DeMille's "The Ten Commandments" as it goes into its continued release. Although it has only played some 600 domestic engagements, its total future playoff represents, he said, more than the total boxoffice potential of a year's supply of pictures from a major company.

Paramount's president attributed the company's strong production position not only to DeMille but to other top-flight Paramount producers including Hal Wallis, Don Hartman, Perlberg-Seaton, Panama-Frank, Shavelson-Rose, Alfred Hitchcock, and others whose talent and originality, he noted, are indispensable to furnishing the fresh ideas and new themes required by today's entertainment public. In conclusion, Balaban paid tribute to the brilliant production leadership of Y. Frank Freeman and other executives of the studio.

**At a recent special preview of 20th-Fox's "No Down Payment," Roxy, New York, were Tony Randall, star of the film; Robert C. Rothafel, Roxy managing director; and Alex Harrison, 20th-Fox general sales manager.**

# Last Minute Maneuvering Clouds Outcome Of Loew's Proxy Battle

NEW YORK — It became apparent last week that Joseph Tomlinson was attempting to secure revocation of sufficient proxies to prevent a quorum at the meeting yesterday (Oct. 15) of Loew's, Inc., stockholders or, in the alternative, to secure revocation of sufficient proxies to prevent adoption of the by-law sponsored by Joseph R. Vogel, president, to enlarge the company's board by six directors.

This strategy was outlined by Tomlinson, owner of 180,000 Loew's common shares, in a letter and proxy solicitation mailed to Loew's share-holders. Tomlinson enclosed revocation of proxy forms with his solicitation, urging that they be marked and mailed to him. He said he would bear all costs in connection with the solicitation, and did not plan to employ a proxy solicitation firm.

Meanwhile, in Dover, Del., the State Supreme Court reserved decision after hearing arguments in the Tomlinson vs. Loew's, et al, suit brought by Louis Nizer of New York, Loew's special counsel; Clair J. Dilloran, of Wilmington, Del., who spoke for intervening stockholders; and Arthur G. Logan, Wilmington, who spoke for Tomlinson.

In Washington, the application of Tomlinson for a preliminary injunction to restrain the Vogel group from making use of proxies it held for the Loew's stockholders meeting was considered in Federal District Court before Chief Judge William H. Kirkpatrick. This motion was preliminary to the broader suit looking to void proxies, filed Sept. 24 in Wilmington. The petition for injunction was based on the charge that proxies were obtained on the basis of false and misleading information supplied to stockholders.

### Four Loew's Directors Charge Mismanagement

WASHINGTON — Four Loew's directors, all minor stockholders, last fortnight charged mismanagement and malpractice by president Joseph Vogel's administration and notified the Securities and Exchange Commission that they intend to solicit proxies in behalf of Joseph Tomlinson for the Oct. 15 special stockholders meeting. This is in accordance with the rule that so-called "Section 14b" statements must be filed by all active participants in a proxy battle prior to the filing of an actual proxy solicitation statement.

The Tomlinson supporters are former film producer Stanley Meyer, who owns 5,000 shares; K. T. Keller, former president, Chrysler Corporation, who owns 200 shares; Ray Lawson, Toronto business executive, who owns 700 shares; and Louis Johnson, former Secretary of Defense whose law firm represents Tomlinson, who owns 100 shares.

## Guaranty Program Essential

WASHINGTON—Eric A. Johnston, president, Motion Picture Export Association, told a Senate Foreign Relations Subcommittee last week that deteriorating economic conditions in many countries throughout the world make the Informational Media Guaranty Program more essential for the motion picture industry than ever.

Johnston said that the industry will be compelled to utilize the IMG Program of the United States Information Agency more in the near future, or abandon some markets to subsidized films of other countries, particularly those of the U. S. S. R.

# Toll-TV Systems Lack Programming, Exec Says

FORT WAYNE, IND.—Trueman T. Rembusch, Indiana circuit executive and cochairman of the Committee Against PAYS TV, and former president of National Allied, in an address before the Indiana Federation of Women's Clubs last fortnight charged that proponents of toll TV, despite claims to the contrary, "have not one contract for programming PAYS TV."

Rembusch said he was not opposed to PAYS TV if it is carried or transmitted by wire or cable, and described the telemovies operation of Video Independent Theatres in Bartlesville, Okla. "Why," he asked, "if PAYS TV over the free air waves is so wonderful and beneficial for the TV set owners have not the proponents used the wire method to sell the medium? The answer is obvious. They want to manufacture and then sell, rent, or lease to you a gadget you will have to pay to have installed on your television set. That gadget will give you the privilege to pay for programs on an individual basis at a price dictated by the persons controlling the gadget. No one in their right mind would buy one of these gadgets unless forced to and that is exactly what the proponents want to do, coerce you into buying a gadget by taking over the free air waves thereby depriving you of free television."

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**THE NEW YORK SCENE (Continued from page 6)**

**Not only has NTA some of its own films awaiting release, but it has first call on 20th-Fox's pre-1948 product. Fox owns 50 per cent of NTA. The present objective is one package per month, or 24 features to be released each year and, while they will be mostly reissues, he did not deny that the company will acquire some new product, as well as enter into some coproduction deals. Presently he has theatrical representatives in Dallas, Chicago, Los Angeles, Minneapolis, and New York, and this number is expected to be expanded. Distribution is being handled in the 32 exchange areas. He did not deny that there was a chance for a deal for Paramount's feature backlog.**

MORE FOR LESS: Nestled between factory buildings in an industrial area is a converted armory that once saw Famous Players Lasky making film there in 1912. Today it's the home and headquarters of Galahad Productions and is known as the Production Center. It's where guiding geniuses and brothers Hi and Mende Brown have put up a most modern film studio with the latest in equipment and spacious film stages. It is the setting where several TV series are made, as well as a number of feature films which have been turned out at half of what it would have cost to make same in Hollywood, getting just as much, if not more, on the screen. They can handle three TV series and six theatrical features, or two TV series and 10 to 12 features annually.

The Browns had a deal to make twelve features for RKO at the rate of four per year, and U-I has taken over the release while RKO is still providing the financing. They have completed "That Night," "The Violators," and "Woman Without Shadow," while "Stage Struck" was also made there for RKO.

They claimed the studio has no high overhead and they are able to show 98 cents on the dollar compared to Hollywood, which only comes through with 50 cents on the dollars. The unions are cooperative, the city agencies are bending over backward to cooperate, there is plenty of writing and acting talent available, the money sources are easily available and willing to listen, and the labs and technical people are tops, in addition to which many of the big names live in the east and are willing to work locally.

"That Night" cost $300,000 to make, and if it were done in Hollywood it would come to $500,000 to $600,000 at least, which includes a high studio overhead. Last year, 10 to 12 features were made in the east and they expect that number to increase, despite pressure from major company studio owners, who want to keep pictures in Hollywood so that they can keep the studios open. They expect only independents to show interest in plans and facilities.

**A PRODUCER SPEAKS: Irwin Allen, producer-director of "The Story of Mankind," was in town to discuss the release with Warners officials and he had some opinions. For instance, he thinks that the roadshow method of releasing films is a good one, giving the public the feeling that it is seeing something special, while those releases on a continuous grind basis have patrons thinking they can see them any time. He doesn't know how his film will be released by Warners.**

**His next will be "The Big Circus" for Columbia, and this will probably be done in Todd-AO and in Technicolor and, as in his present film, it will feature 50 top-name personalities who are not necessarily stars. A star he defines as a name personality, whose name is quickly recognized by the public everywhere and who sells the picture by giving it stature and quality. He thinks there are more today than there used to be, and he opined that they should take roles on the screen befitting their age. In other words, they should grow old gracefully on screen as well as off.**

THE METROPOLITAN SCENE: June Allyson, star of U-I's "My Man Godfrey" which opened at the Roxy at the weekend, was given a birthday party in the executive offices of the theatre. A real, honest-to-goodness "British gentleman's gentleman" who will be used in the film's exploitation was on hand, as was producer Ross Hunter (not Rock) and Bob (Roxy) Rothafel. Allyson wouldn't say how old she was. . . . Susan Pleshette, 19-year-old daughter of genial Gene Pleshette, managing director, Brooklyn Paramount, was signed for a role in "Marjorie Morningstar." Gene tells us he's been keeping hands off her acting career and the youngster has been forging ahead strictly as a result of beauty and talent. . . . Russ Downing, president and managing director, Radio City Music Hall, has returned from a four-week trip around Europe. He tells us he's been having a wonderful time. . . . There's nothing but horror at the Paramount as "The Black Scorpion" plays the screen and a screwball horror show can be seen on stage. . . . In a reverse, the movies are now "stealing" from TV as Allied Artists announces the release of a feature-length film featuring top comedy scenes from one and two-reel comedies featuring Farina, Jackie Cooper, Spanky MacFarland, and the rest of the old gang. . . . The Museum of Modern Art is presenting 25 early Charlie Chaplin films. They date back to the Keystone comedies of 1914.

# Mankiewicz Scores Exhibs On Laxity

NEW YORK—Producer Joseph L. Mankiewicz, head of Figaro, Inc., who recently returned from 10 months abroad where he finished "The Quiet American," based on the Graham Greene novel, for United Artists release, held a press conference last week at which he urged exhibitors to "pull their share" in the industry, lest they find the picture screen in the living room, chiding them as being lax in promoting "medium" films. Theatremen, he charged, are not living up to their "share of the bargain."

The producer-director of "The Quiet American" gave some interesting statistics on the film, which he said took a year to make in Saigon and Rome, at a "cost of somewhere around $1,500,000." He said the picture will have its world premiere in Washington, to be followed by a New York opening.

Mankiewicz disclosed that he has certain television projects which are expected to be activated in three months. NBC is a half owner of Figaro, Inc., which has a deal with UA calling for nine pictures over an unspecified period of time.

## Moss Again Heads FJP

NEW YORK—Charles B. Moss, president, B. S. Moss Corporation, has been renamed chairman, movie and amusement division, 1957-58 campaign for the Federation of Jewish Philanthropies, it was announced by Gustave L. Levy, Federation president, last fortnight.

Calling upon all members of the industry to help make their participation in the 40th anniversary campaign a success, Levy noted that a record 680,000 people of all races and creeds will be served by Federation's 116 health and welfare agencies in the coming year.

Moss urged all industry leaders to attend an organizational luncheon to be held at the Paramount Board Room last week. "It will be a brief but important meeting and our opportunity to build a successful foundation for our annual Federation campaign," he stressed.

## Rowley To Europe

DALLAS — Variety Clubs International Chief Barker John H. Rowley, accompanied by Mrs. Rowley, last fortnight flew to Dublin, where he was to be the guest of Tent 41. Later, he was to be the guest of honor at a luncheon in London given by the Variety Club of Great Britain. Rowley's business was to confer with the various convention committees and to finalize plans for the International convention in London in April.

## Goldwyn To Make "Porgy"

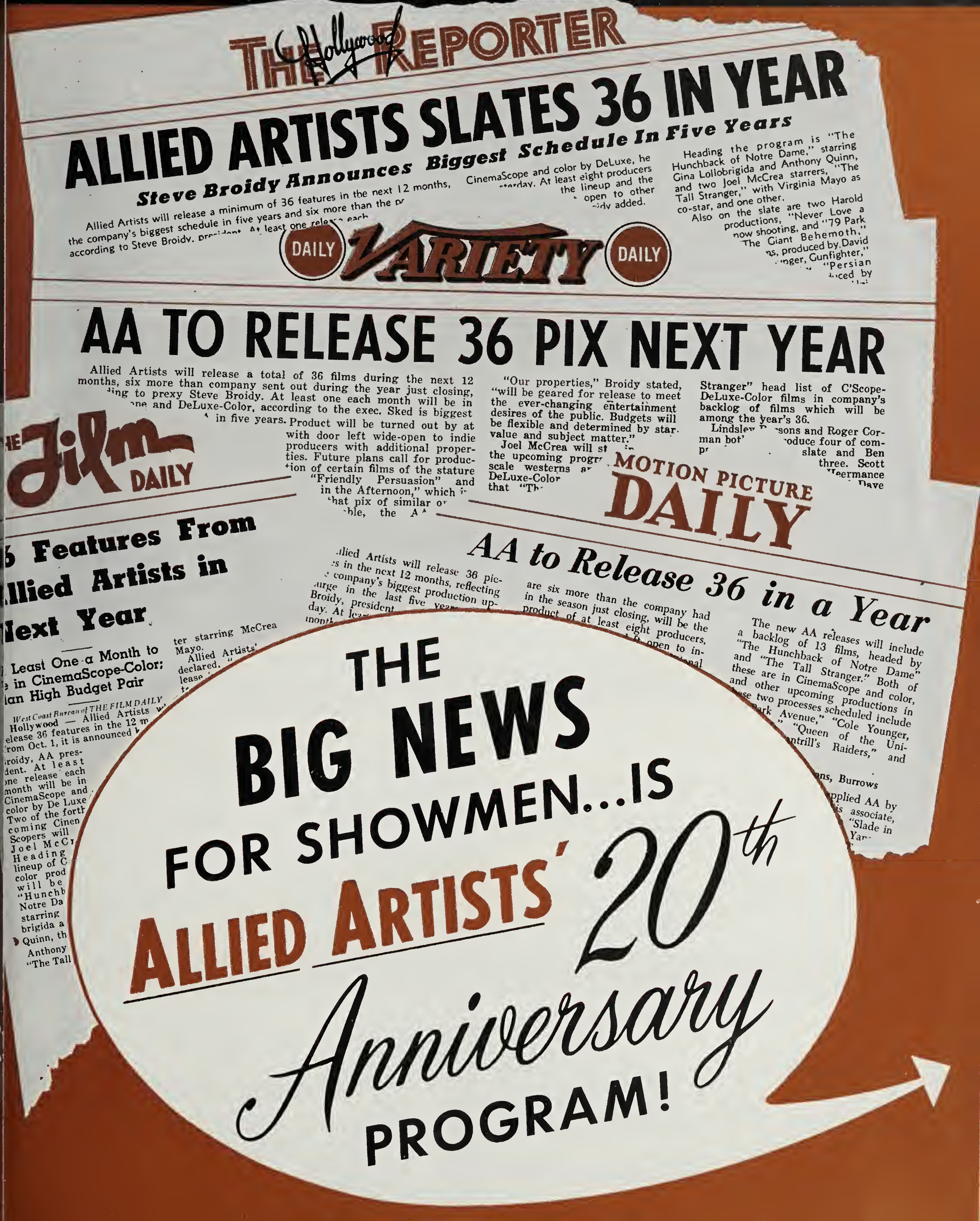
NEW YORK — The early production by Samuel Goldwyn of "Porgy and Bess," by George Gershwin and DuBose Heyward, was assured last week after extended negotiations that began in May. Contracts were signed by Dorothy K. Heyward, Ira Gershwin, Lawrence Langner, and Theresa Helburn for the Theatre Guild, trustees for the estates of Rose Gershwin and DuBose Heyward, Jenifer Heyward and Goldwyn.

## Lesley Mason Retires

HOLLYWOOD—Lesley Mason, well known studio publicist and a member of Warners publicity staff for the past 26 years, ended his long professional career last week when he retired.

# “'GEARED TO MEET THE EVER-CHANGING ENTERTAINMENT DESIRES OF THE PUBLIC'”

– THOMAS M. PRYOR, N. Y. TIMES



THE Hollywood REPORTER

## ALLIED ARTISTS SLATES 36 IN YEAR

### Steve Broidy Announces Biggest Schedule In Five Years

Allied Artists will release a minimum of 36 features in the next 12 months, the company's biggest schedule in five years and six more than the pr according to Steve Broidy, pre‑ident. At least one rele‑ each

CinemaScope and color by DeLuxe, he ‑terday. At least eight producers the lineup and the open to other ‑idy added.

Heading the program is "The Hunchback of Notre Dame," starring Gina Lollobrigida and Anthony Quinn, and two Joel McCrea starrers, "The Tall Stranger," with Virginia Mayo as co-star, and one other.

Also on the slate are two Harold productions, "Never Love a now shooting, and "79 Park The Giant Behemoth," ‑s, produced by David ‑nger, Gunfighter," "Persian ‑uced by

DAILY VARIETY DAILY

## AA TO RELEASE 36 PIX NEXT YEAR

Allied Artists will release a total of 36 films during the next 12 months, six more than company sent out during the year just closing, ‑ing to prexy Steve Broidy. At least one each month will be in ‑ne and DeLuxe-Color, according to the exec. Sked is biggest in five years. Product will be turned out by at with door left wide-open to indie producers with additional properties. Future plans call for production of certain films of the stature "Friendly Persuasion" and in the Afternoon," which i‑ ‑hat pix of similar o‑ ‑ble, the A‑

"Our properties," Broidy stated, "will be geared for release to meet the ever-changing entertainment desires of the public. Budgets will be flexible and determined by star value and subject matter."

Joel McCrea will st‑ ‑ the upcoming progr‑ scale westerns a‑ DeLuxe-Color that "Th‑

Stranger" head list of C'Scope-DeLuxe-Color films in company's backlog of films which will be among the year's 36.

Lindsle‑ ‑sons and Roger Corman bot‑ ‑oduce four of com‑ p‑ slate and Ben three. Scott ‑eermance Dave

THE Film DAILY

## ‑6 Features From ‑llied Artists in ‑ext Year

‑ Least One-a Month to ‑ in CinemaScope-Color; ‑lan High Budget Pair

*West Coast Bureau of THE FILM DAILY*

Hollywood — Allied Artists w‑ ‑elease 36 features in the 12 m‑ ‑rom Oct. 1, it is announced b‑ ‑roidy, AA president. At least one release each month will be in CinemaScope and color by De Luxe. Two of the forth‑ coming Cinen‑ Scopers will Joel McCr‑ Heading lineup of C‑ color prod‑ will be "Hunchb‑ Notre Da‑ starring ‑brigida a‑ Quinn, th‑ Anthony "The Tall

ter starring McCrea Mayo.

Allied Artists' declared, " lease t‑

MOTION PICTURE DAILY

## AA to Release 36 in a Year

‑llied Artists will release 36 pic‑ ‑s in the next 12 months, reflecting ‑ company's biggest production up‑ ‑urge in the last five yea‑ Broidy, president day. At lea‑ month

are six more than the company had in the season just closing, will be the product of at least eight producers, ‑ft open to in‑ ‑onal

The new AA releases will include a backlog of 13 films, headed by "The Hunchback of Notre Dame" and "The Tall Stranger." Both of these are in CinemaScope and color, and other upcoming productions in ‑se two processes scheduled include ‑ark Avenue," "Cole Younger, ," "Queen of the Uni‑ ‑ntrill's Raiders," and

‑ns, Burrows

‑pplied AA by ‑is associate, "Slade in Yar‑

# THE BIG NEWS FOR SHOWMEN...IS ALLIED ARTISTS' 20th Anniversary PROGRAM!

# ALLIED ARTISTS DELIVERS THE SHOWMANSH

GINA LOLLOBRIGIDA
ANTHONY QUINN

in **"THE HUNCHBACK OF NOTRE DAME"**

CINEMASCOPE TECHNICOLOR®

A Robert and Raymond Hakim Presentation

GARY COOPER
AUDREY HEPBURN
MAURICE CHEVALIER
in Billy Wilder's

**"LOVE IN THE AFTERNOON"**

CURRENT RELEASE

**"COLE YOUNGER, GUNFIGHTER"**

starring FRANK LOVEJOY

CINEMASCOPE

COLOR by DeLUXE

**"NEVER LOVE A STRANGER"**

Harold Robbins' Terrific BEST SELLER!

starring
JOHN DREW BARRYMORE
LITA MILAN
ROBERT BRAY

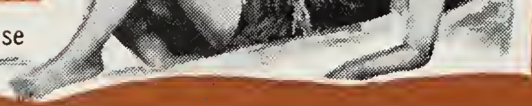
Frank Slaughter's Violent Novel!

**"NAKED IN THE SUN"**

Starring
JAMES CRAIG · LITA MILAN · BARTON MacLANE

EASTMAN COLOR

Current Release



**"DINO"**

starring
SAL MINEO
BRIAN KEITH
SUSAN KOHNER

CURRENT RELEASE

Dynamite Bill of THRILL GIRLS!

**"TEENAGE DOLL"**

*and*

**"UNDERSEA GIRL"**

CURRENT RELEASE

SUPER SHOCKORAMA!
Double Header of Horror!

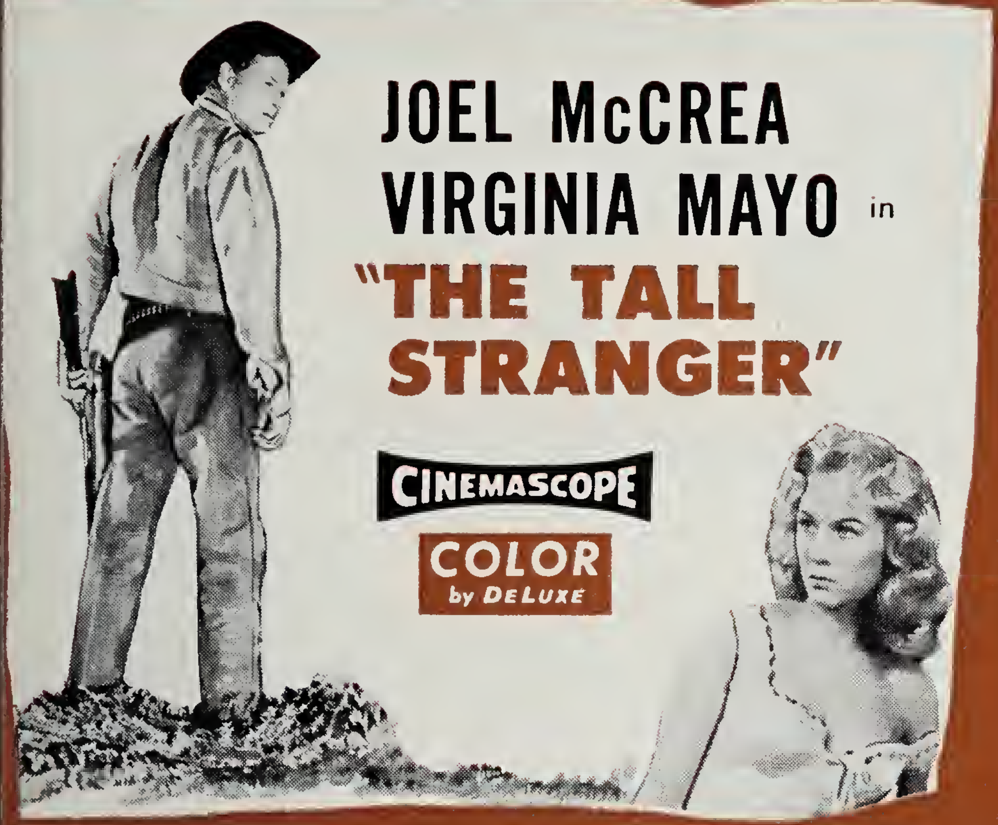
**"THE CYCLOPS"**

*and*

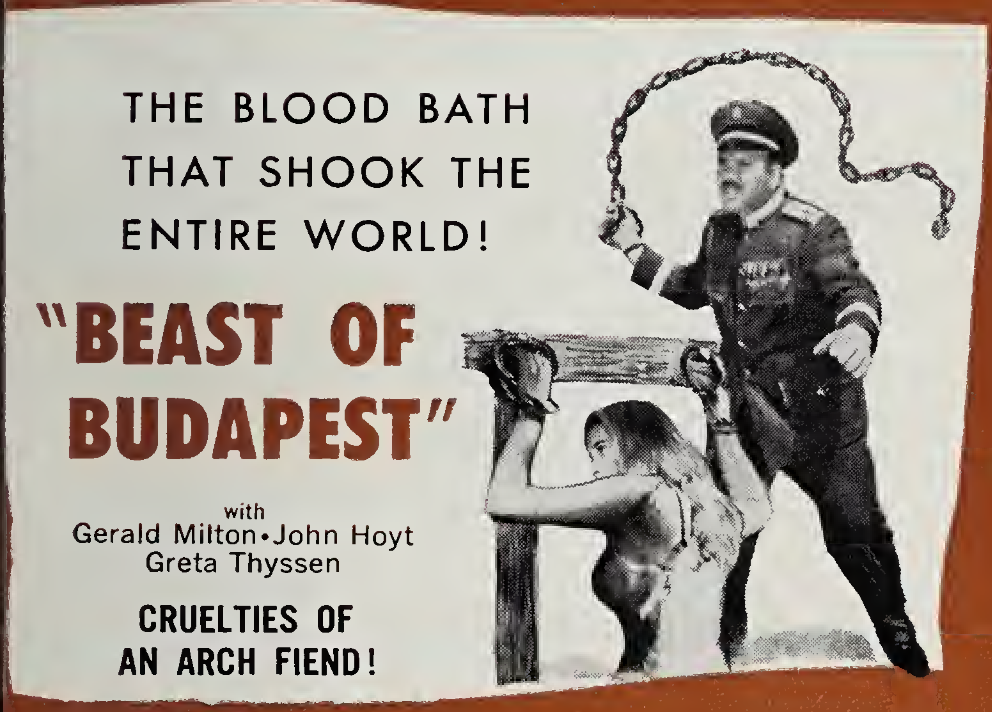
**"DAUGHTER OF DR. JEKYLL"**

Current Release

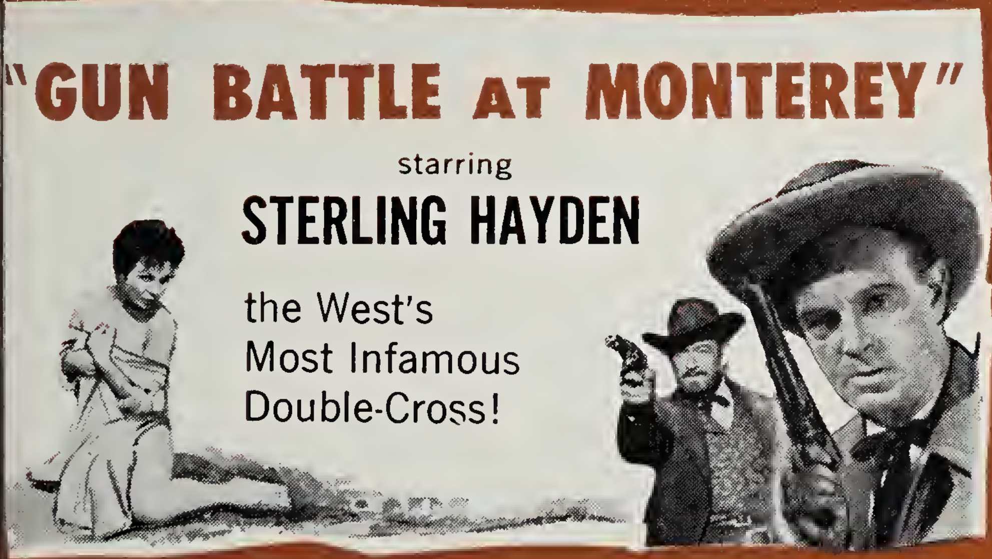
# LUES...PICTURES MADE FOR TODAY'S MARKET!


**JOEL McCREA**
**VIRGINIA MAYO** in
**"THE TALL STRANGER"**
CINEMASCOPE
COLOR by DELUXE

When SHOSHONE Savagery
Swept the Northwest!
**"OREGON PASSAGE"**
starring **JOHN ERICSON**
CINEMASCOPE
COLOR by DELUXE


THE BLOOD BATH
THAT SHOOK THE
ENTIRE WORLD!
**"BEAST OF BUDAPEST"**
with
Gerald Milton • John Hoyt
Greta Thyssen
**CRUELTIES OF**
**AN ARCH FIEND!**

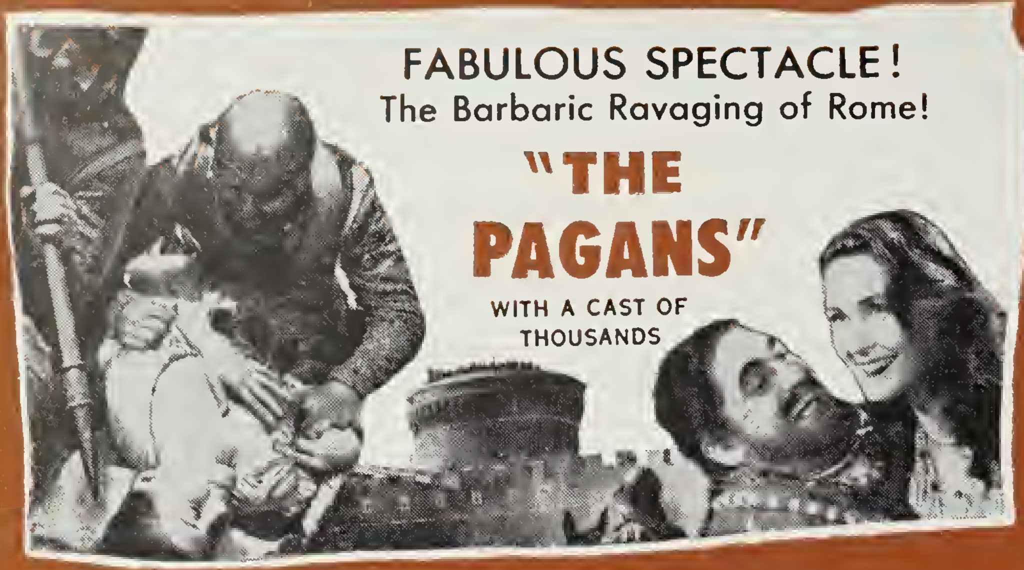
Hottest BLAST Since
"The Phenix City Story"!
**"PORTLAND EXPOSE"**
with Edward Binns
Carolyn Craig
Jeanne Carmen
SCORCHED WITH VICE
AND CORRUPTION!
CURRENT RELEASE


**"GUN BATTLE AT MONTEREY"**
starring
**STERLING HAYDEN**
the West's
Most Infamous
Double-Cross!

With Those ARABIAN NIGHTS Thrills!
**"SABU AND THE MAGIC RING"**
starring **SABU**
COLOR by DELUXE

**JOHN CASSAVETES** in
**"AFFAIR IN HAVANA"**
co-starring **RAYMOND BURR • SARA SHANE**
**"HONG KONG INCIDENT"**
Filmed in the Danger
Zone of the Orient!

DOUBLE FRIGHTQUAKE!
TWIN TERRORS!
**"FROM HELL IT CAME"**
*and*
**"THE DISEMBODIED"**
CURRENT RELEASE



FABULOUS SPECTACLE!
The Barbaric Ravaging of Rome!
**"THE PAGANS"**
WITH A CAST OF THOUSANDS

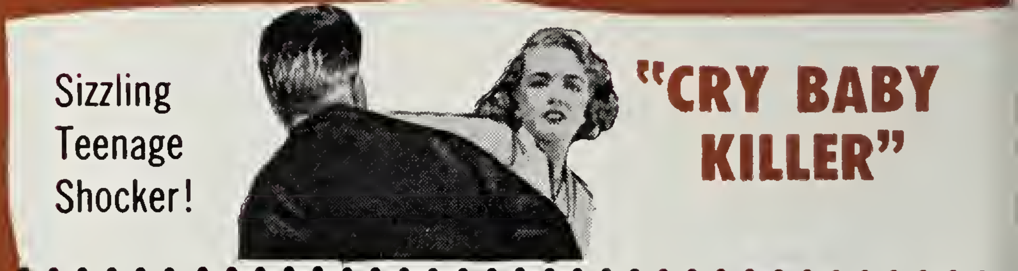
**"NEW DAY AT SUNDOWN"**
starring
GEORGE MONTGOMERY
CINEMASCOPE
COLOR by DeLuxe

TONY MARTIN VERA-ELLEN
in **"LET'S BE HAPPY"**
CINEMASCOPE
COLOR by DeLuxe
CURRENT RELEASE

Sat. Eve. Post Expose!
**"DEATH IN SMALL DOSES"**
CURRENT RELEASE

Gorilla
Terror
Rampage!
**"THE BRIDE AND THE BEAST"**

HUNTZ HALL AND THE **BOWERY BOYS**
in
4 COMEDY RIOTS
...The Screen's Top
Fun Series!



Sizzling
Teenage
Shocker!
**"CRY BABY KILLER"**

**"THE RAWHIDE BREED"**
starring
REX REASON NANCY GATES

*In Preparation*

**THE GIANT BEHEMOTH**
**QUEEN OF THE UNIVERSE**
CINEMASCOPE • COLOR
**PERSIAN GULF**
CINEMASCOPE • COLOR
**THE INCREDIBLE YANQUI**
**JOY RIDE**
**DESPERATE WOMEN**

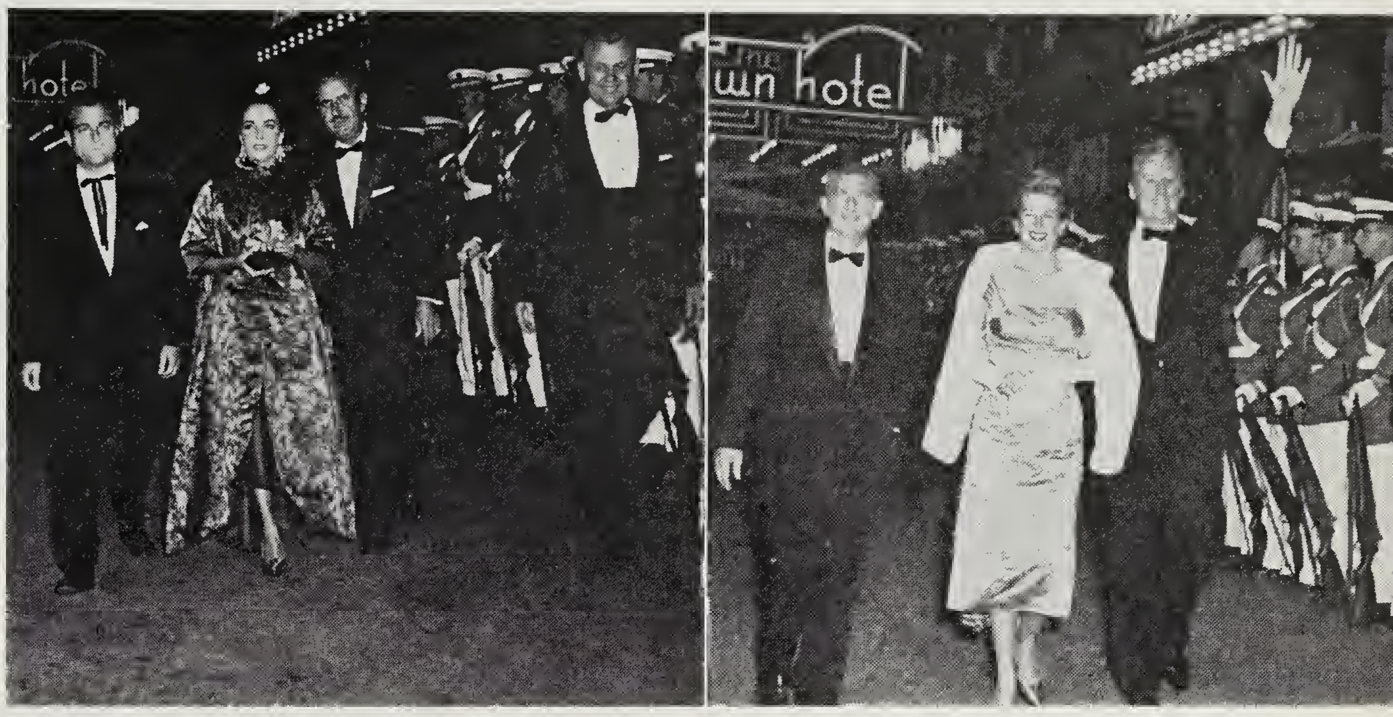
**SLADE IN MONTANA**
**QUANTRILL'S RAIDERS**
CINEMASCOPE • COLOR
**79 PARK AVENUE**
CINEMASCOPE • COLOR
**THE FAR WANDERER**
**DATELINE TOKYO**
**HELL'S 5 HOURS**

*Showmen! Say it with Playdates for*
**ALLIED ARTISTS**
20th ANNIVERSARY DRIVE

# "Raintree County" Bows In Louisville

THE world premiere of MGM's "Raintree County" last fortnight in the Brown Theatre, Louisville, Kentucky, was an appropriately star-studded affair attended by Hollywood personalities, industry executives, civic dignitaries, and by coverage through press, radio and television.

Although only a brief review of the memorable occasion can be undertaken, the exciting spirit of the premiere of MGM's latest, lavish, major production has already been reported by the many who were present. It was, indeed, a great bow for a great picture.



**Left, Elizabeth Taylor, star of the film, and her husband Mike Todd, on her right, arrive for the premiere in the company of Bill Lyons, MGM studio publicity department. Solid lines of cadets held the eager public in check. Right, Van Johnson, waving, and his wife and Millard Kaufman, scriptwriter and associate producer, leave the hotel.**

**Howard Dietz, vice-president of MGM, greets Jane Powell as she alights from her car in front of the Brown Hotel in Louisville. Miss Powell was one of many Hollywood stars attending the "Raintree County" festivities.**

COUNTY
OF T ORL

**At a barbecue on the horse farm of Matt Wynn Williamson outside Louisville are seen MGM field and home office executives with Van Johnson, center, and vice-president and general sales manager Charles M. Reagan, at Johnson's left.**

**ABOVE, Eva Marie Saint, another star of "Raintree County," takes over the spotlight in front of the Brown Theatre, having been introduced by George Murphy, behind the microphone. BELOW, Miss Saint enjoys having columnist Ed Sullivan "dish it out for her" in the course of the Williamson barbecue.**

# The International Scene.....

## Canada

### FPCC Earnings Dip Below Expectations

TORONTO—Earnings of Famous Players Canadian Corporation during the second quarter of this year failed to live up to expectations, John J. Fitzgibbons, Sr., president and managing director, said here. Net profits of the company for the first six months of the year reached the unaudited figure of $1,168,455, compared with $1,321,106 for the same period last year.

Fitzgibbons said, "Several important films were not the boxoffice successes we had expected they would be. However, these pictures are meeting with success in later engagements."

He pointed out, "As indicated in our last interim report, while earnings for the first quarter of 1957 were comparatively favorable, the results for the second quarter did not come up to our expectations."

"The Ten Commandments" is continuing to play to record-breaking audiences wherever it is presented, and "Around The World In 80 Days," now playing to capacity business in Montreal, Toronto, Vancouver, and Winnipeg, will open in Calgary, Regina, and Edmonton towards the end of this month, he stated. Cinerama opens at the University, Toronto, in October.

Fitzgibbons said Telemeter would be demonstrated in Canada this winter and be in operation in at least one Canadian community within a year. Equipment will be manufactured in Canada.

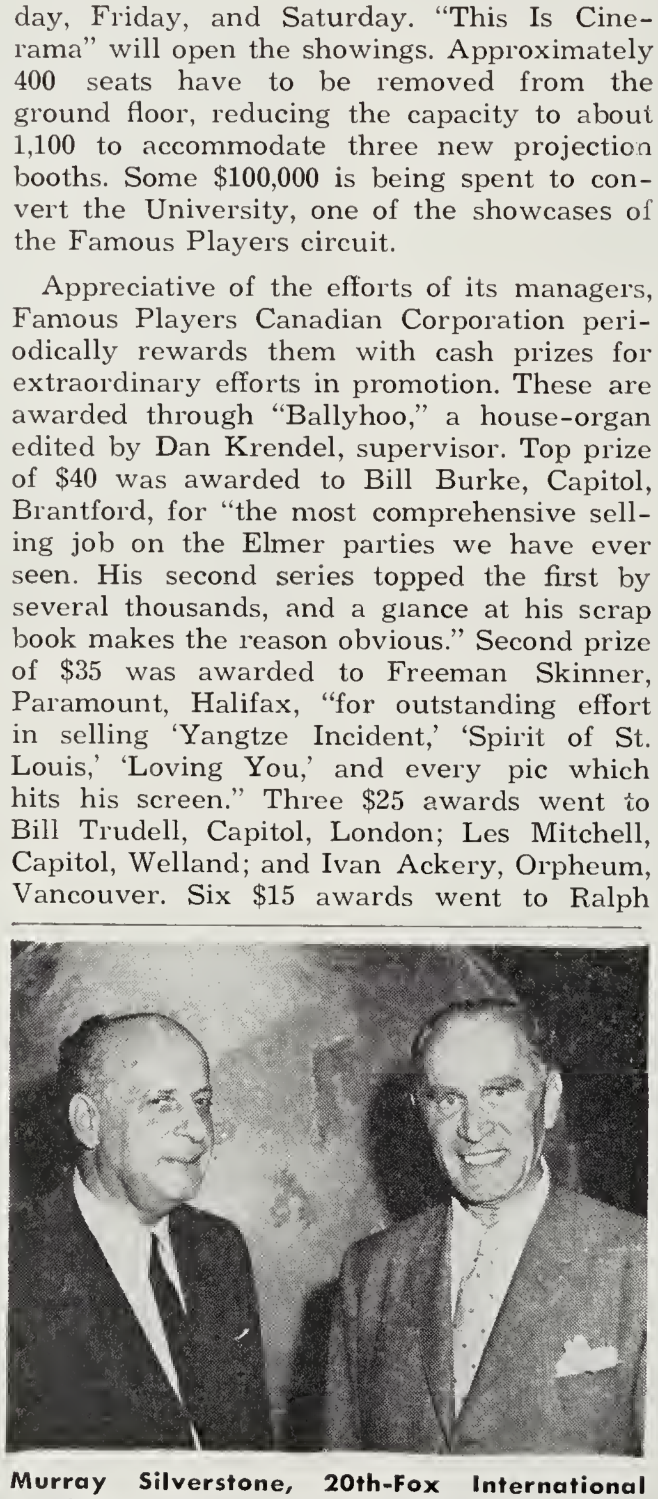
Net profits of the company excluding capital gains were $1,043,686 compared with $1,089,205. Profits realized from the sale of fixed assets, $124,769, was much smaller than last year's six-month figure, $231,901. The net profit of $1,168,455, the final figure, makes an interesting comparison with the first figure, that of earnings after all charges including depreciation: $1,873,686. The $1,873,636 is slightly smaller than the 1956 yield, $1,971,205.

### Canadian Comment

Odeon Theatres (Canada) Ltd. has expressed satisfaction with the results achieved following the first experiment of the closed circuit Robinson-Basilio telecast fight. Frank Fisher, vice-president and general manager of the company, said the fight, presented at the Champlain, Montreal, Odeon, Ottawa, Palace, Hamilton, and Vogue, Vancouver, brought enthusiastic response from the public. The financial results: a sell-out in Montreal, with sales exceeding 60 per cent of capacity at the other three situations. Admission prices were $4 and $5 in Ottawa and Hamilton, and a straight $5 in Montreal and Vancouver. Fisher said the public seemed prepared to support any similar venture with a worthwhile attraction. The newspapers and radio were both cooperative, he said, with space in each of the situations.

Seen at the recent world premiere of Columbia's "High Flight," Empire, London, are Columbia managing director M. J. Frankovich, left, and co-producer Irving Allen, right, and the Lord Mayor and Mayoress of London.

Cinerama will open in Toronto October 24 with a top of $12.50 in aid of the United Appeal. The University, which was taken on a rental basis by the Stanley Warner Corporation, is now being rewired in preparation for the opening. Patronage is under Mayor Nathan Phillips. Tickets are scaled for this one showing at $12.50 to $5. A total of $12,500 is expected to be turned over to United Appeal from the admissions if the house sells out. Regular performances begin the following day, at the rate of 10 performances a week, matinees on Wednesday, Thursday, Friday, and Saturday. "This Is Cinerama" will open the showings. Approximately 400 seats have to be removed from the ground floor, reducing the capacity to about 1,100 to accommodate three new projection booths. Some $100,000 is being spent to convert the University, one of the showcases of the Famous Players circuit.



Murray Silverstone, 20th-Fox International president, left, is seen with Allen Noye, managing director for Mexico, when the latter visited New York recently.

Appreciative of the efforts of its managers, Famous Players Canadian Corporation periodically rewards them with cash prizes for extraordinary efforts in promotion. These are awarded through "Ballyhoo," a house-organ edited by Dan Krendel, supervisor. Top prize of $40 was awarded to Bill Burke, Capitol, Brantford, for "the most comprehensive selling job on the Elmer parties we have ever seen. His second series topped the first by several thousands, and a glance at his scrap book makes the reason obvious." Second prize of $35 was awarded to Freeman Skinner, Paramount, Halifax, "for outstanding effort in selling 'Yangtze Incident,' 'Spirit of St. Louis,' 'Loving You,' and every pic which hits his screen." Three $25 awards went to Bill Trudell, Capitol, London; Les Mitchell, Capitol, Welland; and Ivan Ackery, Orpheum, Vancouver. Six $15 awards went to Ralph Micheltree, Capitol, Calgary; Jim Cameron, district manager, Lakehead District; Lloyd Taylor, Palace, Guelph; Jim McDonough, district manager, Maritimes District; Michael King, Nortown, Toronto; and Don Edwards, Tivoli, Hamilton. Five awards of $10 went to Lloyd Palmer, Intercity Drive-In, Port Arthur; Eddie Lamoureaux, Palace, Windsor; Jack Heaps, Metropolitan, Regina; Ted Bielby, Paramount, New Westminster; and Pearl Treleaven, acting manageress, Strand, Brandon.

**CINE CHATTER:** The Paramount Drive-In, Burnaby, B. C., operated since early this season by Odeon Theatres, has been purchased outright by the Rank Company. The operation was leased in the first instance from Messrs. Walsh and Meade in a policy of increasing holdings in the open-air side of the industry throughout British Columbia. . . . "Oklahoma," which had a run of 67 weeks at the Tivoli in its original Todd-AO version, is destined to stay around for more weeks than anyone expected. After its Tivoli run it moved into the University for a month's run in CinemaScope. Now it has been moved into the first-run series of houses of Hollywood, Palace, and Runnymede. . . . Arnold Hague has resigned as head of the newsreel department of Associated Screen News to be succeeded by Roy Tash. Hague was with ASN over 25 years, and has joined the film section of Canadian National Railways. Tash was honored last year by the Canadian Film Awards and has been manager of the Toronto office. . . . Hillis Cass, MGM Canadian sales chief, is back at his desk after a long session in the hospital. . . . Lorne Moore left his post as manager, Odeon, North Bay, to join the ad staff of the Daily Nugget in the same city. Frank Kennedy replaced Moore. . . . Barry Pike, assistant manager, Rio, Toronto, was charged with theft of a $3,000 bank deposit. He had been 10 years with the theatre staff. . . . Chet Friedman of MGM is making preparations for the arrival in Toronto of Taina Elg, one of the players in MGM's "Les Girls." The film is based on a book by a Canadian girl, Grace Tomkinson. . . . Bob Hope chalked up a record when he appeared with the Canadian National Exhibition Grandstand show here. He played to over 300,000 persons in the 22.000-seat grandstand. . . . Saul Isensteing succeeds Les Weinstein as office manager and salesman in Calgary for Columbia. His appointment was announced by Harvey Harnick, general sales manager.

—HARRY ALLEN, JR.

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## Atlas Industry Stock Sold To Raise Cash

NEW YORK—Floyd B. Odlum, head, Atlas Corporation, declared last fortnight that Atlas investments in motion picture companies had been reduced to common-stock holdings in Paramount Pictures, Technicolor, Inc., and Walt Disney Productions, "only because we needed cash for other companies."

It was disclosed at the company's annual stockholders meeting in the Hotel Biltmore that Atlas now holds 1,000 shares of Paramount common; 20,000 shares of Technicolor; and 2,453 shares of Walt Disney, plus 153,553 Disney warrants.

The stockholders elected an eight-man board of directors, consisting of Odlum, Waldo M. Hatch, Robert L. Stearns, George E. Allen, Oswald L. Johnston, Sid D. Richardson, David A. Stretch, and S. J. Weinberg.

# Picketing Of Ozoners To Resume Next Year

PROVIDENCE, R. I. — Picketing which began last year at four Rhode Island outdoor theatres and has gone on throughout the present season will be continued through the 1958 season if necessary, Herbert F. Slater, business agent, Local 223, Motion Picture Operators, was reported to have said recently. He pointed to the fact that a neighborhood house had been picketed for five and a half years before a dispute was settled.

The union is insisting that the drive-ins hire two men in the projection booth and the theaters contend one man can do the job. The union is now picketing five auto theaters, but only four of them have been picketed both last year and this year. The new $500,000 year-round Shipyard Drive-In, which opened this past summer, joined the picketed group.

Counsel for several of the drive-ins said they have operated successfully throughout the current season, despite the picketing. It was said the operating companies have offered substantial wage boosts to the projection booth operators, providing the union allow a one-man operation in the projection booths.

## ALBANY

Tony Lombardo, former Universal assistant booker, now is Columbia head booker, replacing Bill Cuddy, who has returned to Boston to join Rank. Cuddy came here last April when RKO shuttered its Boston exchange. . . . Universal employees honored branch manager Norman Weitman with a party on his 30th birthday. . . . Phil Rapp, Schenectady, N. Y., city manager for Fabian, is overcoming lameness which followed spinal surgery. . . . Al Swett, Strand manager, donated use of the theatre for a morning screening of an American Cancer Society film.

## ATLANTA

Manfield Hollinsworth Addie, 54, Savannah, Ga., projectionist who had been with Weis Theatres for 37 years, died. He was a past president, IATSE, Local 320. . . . Robbie T. terrell, projectionists, State, Savannah, died following a heart attack. . . . Eugene "Casey" Jones, former assistant manager, Alabama, Birmingham, Ala., has returned there from Auburn, Ala., to become house manager. . . . Helene Grovenstein, Georgia Theatres, was recuperating from illness.

## BOSTON

John Scully, district manager, E. M. Loew's upstate theatres, resigned to enter another industry. No replacement had been announced; the policy of the company is to promote from the ranks. . . . Al Oddi, manager, Providence, R. I., Drive-In, has entered the Air Force, with Joe Cohen coming in from the Lynn, Mass., Open Air to take over. Winslow Allen, manager, Capitol, Lynn, now is doubling at both theatres. . . . Michael Stranger, manager, Plymouth, Worcester, Mass., was out on sick leave, with Ed O'Connell, Fine Arts, Worcester, pinch-hitting. Lloyd Frank was filling in for O'Connell. . . . A severe fire gutted the inside of the Central, East Boston, an ATC theatre. . . . The Jax, Colebrook, N. H., owned by the Ames Estate and managed by Ambrose McLaughlin, closed. . . . Andrew Tegu decided to reopen the Rialto, Waterbury, Vt., for weekends only. . . . Paul Anglim, former publicist in this area, is handling the engagement of "Around The World In 80 Days" which opened in the Elmwood, Snider circuit house. . . . Richard Widmark, star of "Time Limit," which opens in the State and Orpheum on Oct. 25, arrived for press, radio and TV interviews.

# "Walk Into Hell" Distributors Named By Patric Pictures

**BOSTON—Joseph E. Levine, president, Patric Pictures, has announced a partial listing of the franchise-holders for his feature production "Walk Into Hell." Budd Rogers, New York, is the producers' representative.**

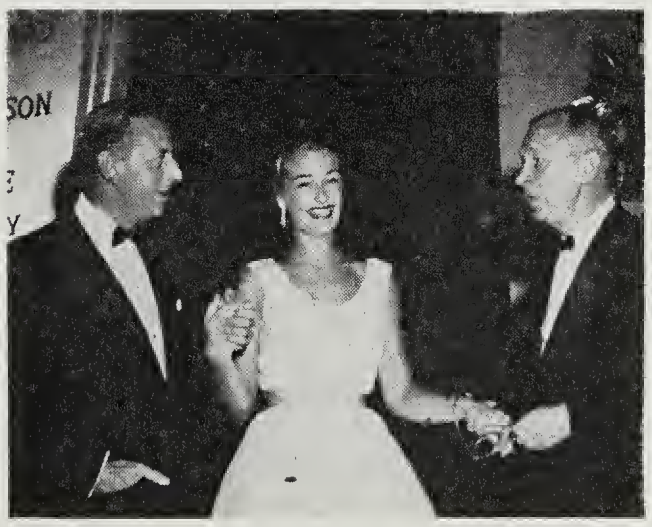
**Franchises are now held by Joseph Solomon, Fanfare Films, Philadelphia; Mina Sachem, Waldman Pictures, Buffalo; Helen Bohn, Realart Pictures, Indianapolis; Jay M. Goldberg, Realart Pictures, Cincinnati; Robert Hartgrove, Exhibitor Pictures Company, Dallas; Red Jacobs, Favorite Films of California, Los Angeles; George Waldman, Realart Pictures, New York; and Jack Harris, Equity Film Exchange, Washington.**

The Solomon Funeral Home, Brookline, Mass., was filled with friends and associates of the late Leonard Goldberg, 69, who died at the Cape Cod Hospital last fortnight. A past president of Independent Exhibitors, Inc., of New England, Goldberg was national chairman of the National Allied convention held in this city in 1947. He was the owner of the Adams, Quincy, Mass.

PROVIDENCE, R. I., NEWS—Preparing for the local premiere of "Around the World in 80 Days," the neighborhood Elmwood was undergoing complete remodeling. . . . A capacity crowd of 3,300 jammed Loew's State for the closed-circuit telecast of the Robinson-Basilio bout.

## BUFFALO

Veteran industryite Dave Miller, one-time Universal branch manager, is chairman of the recently organized Nonpartisan Business Committee to aid Elmer F. Lux in his bid for election as Mayor of Buffalo. The Committee slated a cocktail party in the Variety Club for this week. . . . Arnold J. Febrey, 52, former RKO salesman and recently a United Artists salesman, died. He was a charter member of Variety Club, and president of the local Colosseum of Motion Picture Salesmen. . . . Dipson Theatres zone manager Richard T. Kemper was ringmaster at the recent Saints and Sinners party in the Hotel Statler. . . . Century general manager Robert T. Murphy was improving satisfactorily following a slight heart attack.



**At the recent world premiere of 20th-Fox's "Three Faces Of Eve," Miller, Augusta, Ga., were Alistair Cooke, who narrates the film; Jody Shattuck, "Miss Georgia of 1957"; and writer-producer-director Nunnally Johnson.**

# Plush Suburban Runs Receive Another Test

BUFFALO—The Michael Todd and Schine Theatres campaign for bigger shows in longer engagements, at higher prices in smaller but more stylized cinemas in neighborhoods, was put to the test in the remodeled Granada last fortnight. "Around the World in 80 Days" was spread on 54 feet of concave screen, approximately the whole north wall of the theatre. The double-gaged film's six sound tracks played through a score of directional speakers, ranged around the auditorium.

Donald Schine, vice-president of the Schine circuit, was present to point out that 750 seats were sacrificed to make the viewing optically correct for the 1154 seats remaining. Todd's lieutenant, Leo Zabelin, was on hand to remark that the anniversary of "Around the World" this month will find 50 North American, two Japanese, and three European Todd installations thriving. Fred Pfeiff, chief installation engineer of Todd-AO, was another speaker. The inter-suburban premiere was of the Hollywood type, with red carpet, lights, lobby broadcasts, and the city's elite on hand. Manager Lou Levitch is enthusiastic over the way the film is going at the boxoffice.

## CHARLOTTE

W. G. Enloe, exhibitor and Mayor of Raleigh, N. C., has been elected third vice-president, North Carolina League of Municipalities. . . . Don Hollar, manager of a theatre at Madison, N. C., for the last few years, has assumed new duties as manager, Rogers, Shelby, N. C.

## CHICAGO

Claude B. Cook is retiring as B and K chief auditor and is succeeded by Eugene Jacobs. . . . John L. Billishof was elected president, Stony Amusement Company, and will take over the Stony. Robert Hjorth will manage the house. . . . Pioneer theatre operator and film distributor Maurice A. Salkin, 68, died. He was an active Variety Club member. . . . Circuit owner Van A. Nomikos leased the Pantheon, formerly operated by B and K. The house will be reopened following remodeling. . . . Almost a fourth of the 81 films, totaling 466,000 feet, reviewed by the Police Censor Board in September were from abroad. Twenty cuts were made, two were rejected, and two labeled for adults.

R. L. Conn, of the local 20th-Fox exchange, reports drive-in attendance ahead of last year following a survey of 1,000 outdoor situations from Cleveland to Denver. . . . Hans Maier, National Screen Service, was hospitalized for eye surgery. . . . The Appellate Court was considering the application of Morton Fink to build a drive-in on a 56-acre tract in the northwest section of the city. The project has been fought for two years by residents. . . . Edward Cassin was named Biltmore manager. . . . Switow Brothers acquired the Stardust Drive-In, Seymour, Ind. . . . Robert Kraft was named Senate manager.

## CINCINNATI

Despite protests by civic and religious groups, "The Story of Bob and Sally" was screened at The Forest Auto after a committee of county officials viewed the film and decided it does not violate Ohio laws. Protestants included two PTA groups, the Knights of Columbus, the Lions Club, and six churches in the neighborhood. The suburban drive-in is operated by S and S Amusement Company. . . . Cinerama's "Search for Para-

# Anti-Trust Suit Asks Restraint Of Loew's

CHICAGO — Homan Photoplay Company, operator, Gold, located on West Roosevelt Road, last week filed an anti-trust suit against Loew's, Inc., through attorney Seymour Simon.

The Gold operates on a triple feature policy. Plaintiff complains that Loew's has refused to sell it pictures since June, 1956, because of that policy, and that this refusal constitutes a violation of the anti-trust laws.

Plaintiff also complains that although Loew's refused to license its pictures to the Gold when part of a triple feature program, Loew's permitted other theatres in Chicago to play its pictures on a triple feature showing. Plaintiff seeks an injunction restraining Loew's from refusing to license pictures for showing in the Gold.

## Wometco Sells 50,000 Tickets To Restaurant

**MIAMI BEACH, FLA.—What is said to be the largest single sale of tickets in the history of the industry was carried out last week by Wometco Theatres when it delivered 50,000 tickets to the Arthur Maisel restaurant chain, which will give them away to diners ordering a special steak dinner in the company's new restaurant at Sunny Isle.**

**The occasion was the opening of the new restaurant, and the tickets were accepted by Arthur Horowitz, president of the company's southern division and co-owner. Restaurant officials estimated that the tickets would be exhausted in four to six weeks.**

# Chicago To Observe "Jubilee" Celebration

CHICAGO—November will be observed as Golden Jubilee Month in all theatres here as the result of plans formulated recently at a meeting of exhibitor representatives and film company publicists. Objective of the 30-day promotion will be to stimulate moviegoing attendance during a month's local celebration of Hollywood's 50th anniversary.

Discussion also covered a possible day's visit on Oct. 29 of the Hollywood Golden Jubilee troupe of stars. No arrangements were finalized for this, pending confirmation of the project. Cooperation of the Chicago Mayor's office was reported likely in event line-up of stars proved impressive.

In attendance at the meeting, which was set up by Edward Seguin, director of advertising and publicity, Balaban and Katz, were theatremen Herb Wheller, Nate Platt, Lou Abramson, Larry Stein, David Arlen, Hal Perlman, and Waldo Bail; and film publicists Wally Heim, Frank Casey, E. G. Fitzgibbon, Louis Orlove, and William Brooker.

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dise" opens Nov. 26 in the Capitol, succeeding "Seven Wonders of the World," which will have run more than a year and a half. . . . H. R. Gaus, MGM branch manager, and local movie reviewers attended the premiere of "Raintree County" in Louisville, Ky. . . . Successful rallies for local high school football teams were staged in the Marklay, Jackson, Ohio, and the Louvee, Wellston, Ohio, both Chakeres Circuit houses. . . . Tickets were at a premium for an exhibitors' screening of Walt Disney's "Perri" on Oct. 19 in the Esquire. . . . Sylvester Morman has reopened the Columbia, Coldwater, Ohio.

COLUMBUS, OHIO, NEWS—Thomas Alfred, president, Hocking Amusement Company, Lancaster, Ohio, announced the leasing of the Palace, Lancaster, formerly operated by Leo Kessel. The Hocking circuit also operates the Lyric, only other downtown house in Lancaster. Charles Clagett, Palace manager, will continue in that capacity, Alfred announced. . . . The Drexel, suburban Bexley, was scheduled to open today (Oct. 16) under its new art house policy with J. Arthur Rank's "The Third Key." Mrs. Ethel Miles operates the Drexel, which becomes the third art theatre in the area. . . . Lou Holleb's In-Town Auto joined six Academy drive-ins and indoor houses in a multiple booking of "Noah's Ark." . . . Clayton Stein has been named assistant manager, Schine's Athena, Athens, Ohio. . . . Miiko Taka, Japanese actress, was scheduled for local appearances in advance of "Sayonara." . . . Gus Sun, veteran Springfield, Ohio, showman, celebrated his 89th birthday. He has been in show business 69 years and has operated the Gus Sun Booking Exchange since 1905.

## CLEVELAND

Gene Tunick, United Artist district manager, was here making personal calls on circuit owners. . . . Variety Club set Oct. 19 for the election of officers. Marshall Fine is currecently completing his second term as chief barker. . . . E. J. Stutz, who has been successful with weekend live stage shows in the Circle here, has leased the McKinley, Niles, Ohio, from the Robins Amusement Company and is offering hillbilly shows there every Friday night. . . . DCA executives Arthur Sachson and Hy Bettinger met with exhibitors to screen "Rodan." . . . Glenn Norris, 20th-Fox central Canadian division manager and home office executive Charles Hill were in town holding a district sales meeting. . . . Bill Twig, Warners branch manager, was back in University Hospital for further treatment of ploebitis. . . . The Universal staff will be in Philadelphia Oct. 27-29 to attend the annual meeting of Peter Rosian's district. Going from here will be district manager Rosian; branch manager Carl Reardon; city salesman Jim Levitt; and field salesman Edwin R. Bergman. . . . The State, Marion, Ohio, closed as of Oct. 1. Charles Settos did not renew his lease on the house.

The united distributors' Christmas party that will take the place of individual exchange parties will be held Dec. 16 in the Tudor Arms Hotel. Chairman of events is Jim Levitt. The affair will start with a six to seven p. m. cocktail hour, followed by dinner and dancing. . . . Allied Artists' Mike Gould announced "Hunchback of Notre Dame" will open Nov. 6 in various key area situations. . . . Sylvester Pierce manager, Berea, Berea, Ohio, has been elected vice-president, Berea Chamber of Commerce. . . . H. E. Griffith, manager, Windameer, Associated Theatres Circuit unit, made a special event of his remodeled front by staging a style show in cooperation with neighborhood merchants.

## DALLAS

Betty Summer, U-I starlet, concluded an engagement in the Century Room of the Adolphus Hotel. . . . George Henger, Rowley United Theatres publicist, was back on the job after a three-week absence. . . . Interstate's Inwood, 1,200 seat suburban house, was a sellout for the Robinson-Basilio closed circuit telecast. An additional 100 chairs were put up. The 1,350-seat Texas, operated by Rowley United, was only half sold out.

## DENVER

Richard Widmark, star of "Time Limit," was in doing publicity work for the film, which will run in the Paramount. . . . Ed Mapel, city councilman for 15 years as well as owner, Gem, has resigned as councilman. He and Mrs. Mapel will go to Las Vegas, Nev., to make their home. . . . Flying to the WOMPI convention were Jean Gerbase, Pat Hill, and Ann Miller. Pauline Hall was to go to the convention by car.

## DES MOINES

Manager Willis Ford, Paramount, Cedar Rapids, Ia., reported to police that $1,844 had been stolen from two canvas bags in the safe. Police described the theft as an inside job. Ford made a second report—one employee missing. . . . The Riceville, Ia., industrial development committee is taking steps to keep the local theatre open. Oliver Farus, owner, announced plans to close at the end of the month. The committee has sent out a brochure seeking to enlist aid for the theatre. . . . Mort Ives, former RKO salesman, Omaha, has joined DCA in Des Moines. He will handle the Omaha, Kansas City, Des Moines territory.

## HOUSTON

After a run of 40 weeks, "Around the World in 80 Days" closed. . . . Oscar Korn, O. K. Theatre Circuit head, is currently on a European trip. . . . Mrs. Albert Rains, Hi-Nabor Drive-In, was seen on a local television program. . . . Henry Harrell, branch manager, 20th-Fox, was in Atlanta for a

**Coincident with Hollywood's Golden Jubilee observance, Elizabeth Wetter, Universal Chicago branch staff, was honored with a lunch in the studio Sun Room upon her 50th anniversary as a Universal employee. Morris Weiner, general manager of studio operations; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; and N. J. Blumberg, chairman of the board, are seen with her. Standing are two veteran studio employees, Harry Burke, 40 years, and George Coane, 41 years.**

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# Exhibs Push Conference With Downtown Stores

COLUMBUS, OHIO—Cooperation between all downtown businesses and theatres is essential to general business health, local theatremen told Mardo Williams, business writer, Columbus Dispatch. Lack of such cooperation at present is seriously hurting downtown volume, the theatremen said.

These men would "like to see a more co-operative approach to the challenge of wooing residents to the central business district," said Williams in a Sunday column headlined "Movies Offer Plan For Future Strength." Columbus has a Retail Merchants' Association, which frowns on direct tieups with theatres and other amusement enterprises.

One first run theatreman told Williams that restaurants, theatres, retail firms and the transit company should promote a series of downtown "Sellabrations" based on the theme of "Take a bus or taxi downtown, eat downtown, shop downtown, and attend a downtown movie."

"Thus a housewife could take a one-day vacation, meet her husband for dinner and then wind up the occasion at their favorite movie." Selling such a program requires co-ordination and co-operation from all those with a stake in the future of the downtown area, Williams was told.

Parking is still a big obstacle to downtown business growth, said Williams. The new 1050-car underground garage at the State House, in the heart of the theatre district, may help, but its completion date is some three years away.

Drawing power of the downtown theatres is credited with bringing more than 90 percent of the after six window shoppers and restaurant patrons into the central business district in the evening. Williams was told that downtown attendance has not been as seriously affected as that in neighborhoods, due to consistent advertising, first run attractions and emphasis on the "night out" angle.

## New DCA Exchange Opened In Midwest

**MINNEAPOLIS—Irving Wormser, DCA general manager, New York, last fortnight announced the opening of a DCA branch office in Minneapolis, with Fay Dressell as branch manager. Dressell previously served as RKO branch manager in Minneapolis for 20 years.**

**The opening of the branch office in Minneapolis was said to be in line with DCA's recent expansion policy, which includes a new branch office in Buffalo and the moving of the New York and Chicago branches to larger quarters. DCA now has a total of 17 branch offices across the country.**

# Chapel Receives Statue For "Commandments"

PHILADELPHIA—Philadelphia's Dr. Daniel A. Poling, renowned religious leader, journeyed from his headquarters in New York last fortnight to accept a reproduction of the Michaelangelo statue of Moses for permanent placement in the Chapel of Four Chaplains, Broad and Berks Streets here.

In a special ceremony, the presentation was made by a group of motion picture executives from the Philadelphia area at the Kresge House, Germantown, which was the gift of Stanley and Dorothy Kresge of Detroit to the Chapel of Four Chaplains.

The plaque at the base of the statuette read, "To Dr. Daniel A. Poling for the Chapel of Four Chaplains, commemorating the devoted cooperation of all denominations to Cecil B. DeMille's "The Ten Commandments."

The exhibitor group that took part included Jack Flynn, Warner, Westchester, Pa.; Phillip Wall, Colonial, Phoenixville, Pa.; Ed Burrows, Lansdale, Lansdale, Pa.; Mel Koff, Keswick, Glenside, Pa.; and Bud Rogasner, Iris; Sam Resnik, Park; Murray Steifel, President; and Norman Cohen, State, all in Philadelphia.

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southern sales meeting. . . . Dick Wygant, manager, Uptown was host to the semi-monthly meeting of the Greater Houston United Theatre Association, at the local Variety Club.

## JACKSONVILLE

Ralph Walter, president, City Council, publicly announced that proposed motion picture censorship measures will not be enacted into law largely because exhibitors have agreed to advertise controversial films as "adult entertainment" or as "not recommended for children." . . . Hospitalized for a physical check-up was George Krevo, Florida State Theatres booker. . . . Mrs. Sarah L. Wilson, mother of Paul Wilson, southeastern district manager, 20th-Fox, died. . . . WOMPI members are sponsoring an industry Autumn Ball the night of Oct. 25 at the Women's Club. . . . John Crovo has resigned as an account executive, Motion Picture Advertising Company. . . . Herb Roller, manager, Imperial, and Jeffrey Martin, J. Arthur Rank publicist, secured public appearances for April Olrich, lead in "Pursuit of the Graf Spee," when she spent two days in town. . . . Stein Theatres closed six small-town drive-ins in south Georgia due to a rural business recession. . . . John Jackson, Jr., is reopening his Arcadia Drive-In, Arcadia, Fla., on Nov. 1.

MIAMI, FLA., NEWS—Walter Toemmes, manager, Ace, became the father of a son. . . . The Twilight Drive-In became the Roosevelt Drive-In, Riviera Beach, Fla. The negro-patronage ozoner has reopened. . . . Wometco Theatres Student Motion Picture Review Board, a group of 37 seniors from Greater Miami high schools, resumed its duties with the beginning of the new school year.

## MINNEAPOLIS

Superintendents of the junior and senior highschools and the parochial school in Huron, S. D., dismissed classes so that students could see a morning screening of "The Ten Commandments" at Charles Steuerwald's State. . . . LeRoy Miller, branch manager, and the sales staff, Universal, attended a district sales meeting in Chicago. . . . Ben Marcus, Columbia midwest district manager, was in. . . . Ted Galanter, George Sidney Productions, was in for advance work on Columbia's "Pal Joey." . . . Jeanette du Chene, booker, Independent Film Distributors, was married to Russel Nelson.

## NEW HAVEN

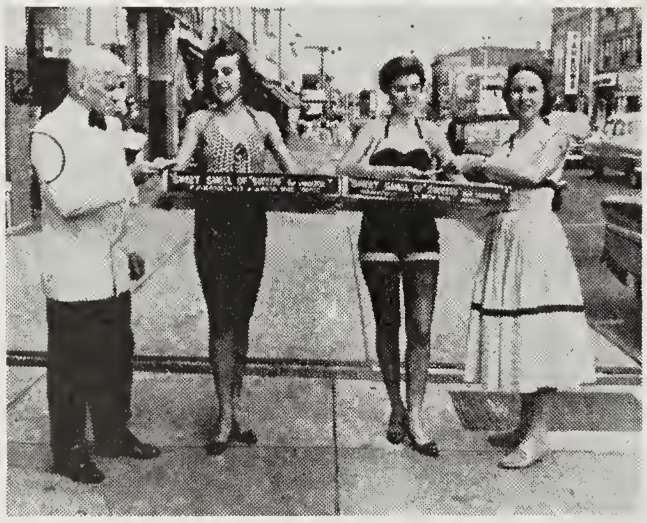
HARTFORD, CONN., NEWS—The Lord, Norwich, Conn., was reopened by Edward L. Lord on a first-run policy. . . . Hyman Berson has been named assistant manager, Bercal Theatres' Star, here. . . . C. J. Phillips succeeds George Kroher, resigned, as manager, Alperin Colonial, Southington, Conn. . . . The Hartford Theatre Circuit resumed first-run policy at the 1,000-seat Colonial, showing "Doctor At Large." The suburban house recently embarked on this type of schedule some weeks ago with the Trans-lux release "La Strada," and then ran subsequent-run product for a few weeks.

## NEW ORLEANS

James Smith shuttered the Smith's, Sandersville, Miss. . . . The Leo Drive-In, Shreveport, La., which was closed recently for the winter by Joy's Theatres, reopened for week-end operation. . . . Bounds and Houck closed the Leo and the Palace, Texarkana, Tex. . . . Russell J. Elliott's Hi-Way Drive-In, Bay St. Louis, Miss., was closed temporarily for repair of speakers damaged during a storm. . . . May Jo Smith is the new secretary, Stevens, replacing Patsy Brown. . . . F. K. Phillips, owner and operator, Broadway Drive-In, Hattiesburg, Miss., advised Transway that a new owner would take over last week. . . . Julie Adams was here for personal appearances on behalf of "Slim Carter," in the Joy. . . . H. A. Paul, former field representative, F. F. Goodrow exchange, now is associated with Vic Russell Attractions. . . . The suburban Fox slated the premiere of "Around the World in 80 Days," in Todd-AO, for this week.

## NEW YORK

20th-Fox's "No Down Payment" will open Oct. 23 at the RKO Albee, Brooklyn, and in neighborhood houses of the RKO and other theatre chains in the greater metropolitan area on Oct. 30. . . . The Waldemar Medical Research Foundation, Inc., will sponsor the American premiere of Rank's "Across The Bridge" at the Sutton on Oct. 29. Proceeds from the premiere will be used by Waldemar in cancer research activities. . . . In connection with the showing of Warners' "The Black Scorpion," the New York Paramount conducted a pool to select the three most popular horror films of the past 10 years.



**United Artists' "Sweet Smell Of Success" was promoted recently by Walter Reade manager Bernie Depa, Paramount, Long Branch, N. J., with two of his usherettes parading around town in bathing suits carrying "sweet smell" trays and giving away perfumed announcement cards.**

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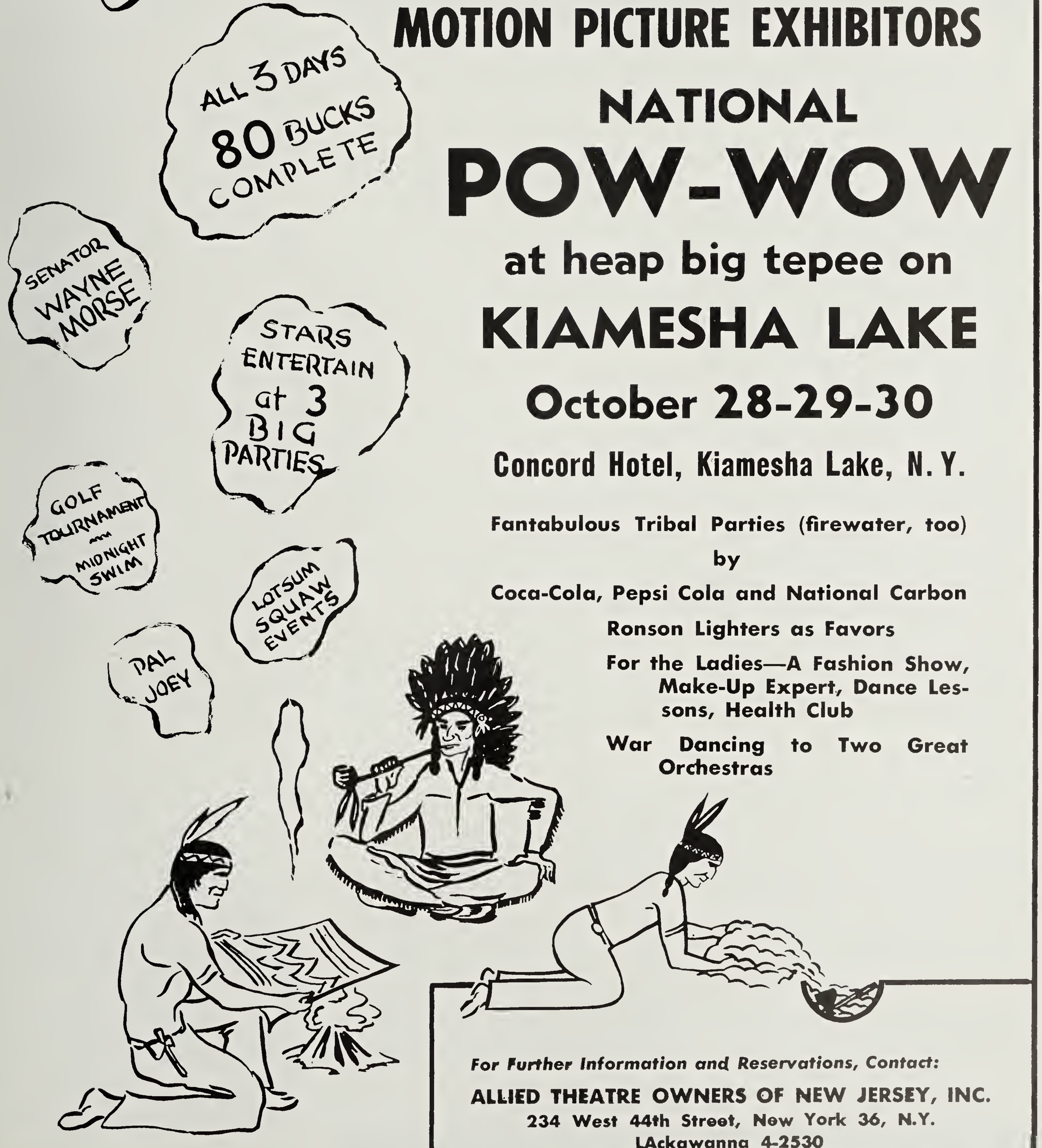
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## PHILADELPHIA

Condolences are extended to Irene Goenner, Warners' secretary, on the death of her sister. . . . Columbia salesman Walter Potamkin was hospitalized with a reported heart attack. . . . Jack Jaslow's "Marcelino" had its Stanley Warner booking switched back to the Stanton from the Mastbaum. Ben Zimmerman was handling special tie-ups and publicity on the Spanish-made "miracle" film. . . . The Midway Drive-In, Hummelstown, Pa., and the Starlite Drive-In, Brandonville, Pa., have closed for the season. . . . Other upstate closings are the Center, Shickshinny, Pa.; Lemoyne, Lemoyne, Pa.; and the Palace, Nicholson, Pa. . . . The Galen, Marysville, Pa., has reopened. . . . D. O. Atkinson, Jr., announced the closing of the Main, Phillipsburg, N. J., and its conversion into a storeroom. He says it was "another television casualty" and that "an ironic note is that the last feature shown there was Columbia's "Abandon Ship." The Philmont there continues to operate on a two-change per week policy. . . . Lou Goldsmith, of Al Boyd Enterprises, was down with pneumonia last week. . . . Alice Whiteside, head inspectress, Paramount, died suddenly last fortnight. Her son found her dead in bed. She was 63. . . . Harry Dressler, Paramount salesman, was tendered a bachelor party at Latin Casino by his area industry friends; and got himself married later in the week. . . . The Glassboro, Glassboro, N. J., is now being operated and managed by Milgram Theatres. . . . MGM salesman Frank Sculli is holding a one-man shorts sales drive for himself during the next three months. . . . When the Airport Drive-In near the International Airport Circle within the city limits, opens it will have in-car heaters for year-round operation. . . . Ernest Pelson, formerly district auditor, Buena Vista, has been appointed district office manager for the eastern district embracing Philadelphia, Washington and Pittsburgh. . . . MGM held a special screening of "Don't Go Near The Water" at the Tower. . . . U-I held a sneak preview of "Escapade In Japan" at the SW Stanley. . . .

Bernard Schantzer, Silver, Pottsville, Pa., reopened the Fulton, Lancaster, Pa., last fortnight with an art film policy, changing the name of the house to the Fulton Art. The new policy calls for one show at 8.30 p. m. Monday through Friday, with matinees on Saturday, Sunday, and holidays at 2.15 p. m. Many improvements have been made to the house. Milgram Booking and Buying Service is servicing the theatre for Schantzer.

## Heart Fund Drive Launched By Variety

**PHILADELPHIA — The Variety Club, Tent 13, annual Heart Fund Drive will be launched at the annual meeting of the Tent on Oct. 21 in the Bellevue-Stratford Hotel, it was announced last fortnight by Lester Wurtele, Columbia branch manager, who has been named chairman of the drive.**

**Former chief barker Ralph Pries was named chairman of the annual dinner to be held Jan. 13 in the Bellevue-Stratford. The event climaxes the annual Heart Fund drive.**

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**BUENA VISTA (Disney), 601 Film Bldg., 2108 Payne Ave.—SUperior 1-4313**
Booker: Arthur Ehrlich. Auditor: T. L. Irwin. Sales: Fronk Jones. Emerg. Phone: Ehrlich, CEdar 1-5600.
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**COLUMBIA, 620 Film Bldg., 2108 Payne Ave.—CHerry 1-3545**
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**DCA, 220 Film Bldg., 2108 Payne Ave.—CHerry 1-7211**
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Br. Mgr.: Horry S. Buxboum. Office Mgr.: Lillion Ack. Sales: Jerry Lipow, Gordon Bugie. Bookers: Irvin Seors, John Sabat, Edward Graves, Don Kreska. Emerg. Phones: Sabat, ONtario 1-2769; Seors, LAkewood 1-9442; Shipper, William Andrews, IVanhoe 1-2127.

**REPUBLIC, 2112 Payne Ave.—PRospect 1-0034**
Br. Mgr.: Jules Livingston. Office Mgr. and Booker: John Majdiok. Sales: Justin Spiegle. Cashier: Shirley Shuto. Emerg. Phone. Majdiok, EVergreen 1-5172.

**20TH CENTURY-FOX, 2219 Payne Ave.—TOwer 1-2257**
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**Detroit Territory**
**Issue of October 23**

**Albany Territory**
**Issue of October 30**

**Save them!**

# Annual Film Festival Planned In California

SAN FRANCISCO—San Francisco will host the world of film-making this year when the first annual International Film Festival opens here Dec. 4. The fete, in which 14 countries are participating, is the climaxing project of the San Francisco Art Commission for this year. The Festival will extend over a two-week period.

Acting as coordinator for the event is Irving M. Levin, divisional director, San Francisco Theatres, Inc. According to Levin, the site of the showings will be the 1000-seat Metro, located on Union Street near Webster.

The Festival has civic sanction. Mayor George Christopher issued the original invitational letters to the 14 countries. Those invited are nations most active in film production. "Golden Gate Awards," plaques awarded for merit, will be presented to winners in four categories, best film, best actor, best actress, and best director. The drama critics of the Bay Area will make the decision for the prizes.

The event stems from the successful showing of a series of new motion pictures from Italy, recently, followed by a French group. Deciding to combine the work of these projects, the Art Commission assumed sponsorship of an international festival to provide a showing for the world's top pictures.

## PORTLAND

Oscar Nyberg, Fox-Evergreen district manager, was appointed general chairman for arrangements, Hollywood Golden Jubilee air junket visit here this week. Al Forman, United Theatres, headed the meeting, attended by Wil Hudson, John Hamrick; M. M. Mesher, Paramount; Jim Clark, Theatre Services; Tom Walsh, J. J. Parker; and Nyberg. . . . Earl Keate, United Artists, was in town working on product. . . . Katharine Marshall, John Hamrick executive, was confined to home with a severe case of flu. . . . The 26th Avenue, now operated by Fine Arts Guild, opened with "Rififi." . . . The Aladdin, managed by Sol Maisels, opened with "Raising a Riot," the British comedy.

## ST. LOUIS

Eugene O. Edele, father of United Artists branch manager Bud Edele, died. . . . William S. Kaimann, part-owner and manager, Bremen, was shot and wounded by bandits while carrying out his day-time chores as a collector for the American Express Company. . . . Officers and directors of Missouri-Illinois Theatre Owners met last week to discuss plans for the coming year. Eddie Clark, new president, presided. . . . Fox Midwest district manager John Meinardi returned from the National Theatres convention in California. . . . The Frisina circuit announced managerial changes, including Carroll Moore, from the Esquire, East St. Louis, Ill., to the Lincoln, Robinson, Ill.; Francis Starr, from the Bond, Greenville, Ill., to the Esquire, East St. Louis; and Bill Keen, former assistant at Mexico, Mo., to manager, Orpheum, Hillsboro, Ill., replacing Earl Cleveland, now Arcadia manager, Olney, Ill. Garvin Tilley is the new Bond manager, Greenville.

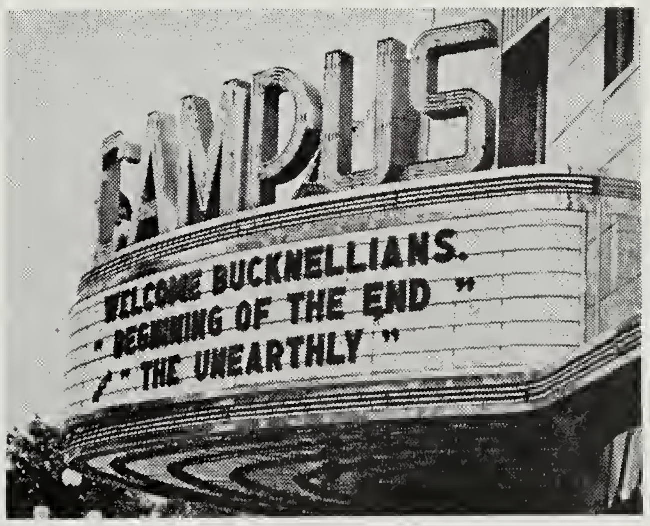
**Mr. and Mrs. Abe E. Altman recently celebrated their 50th wedding anniversary. He is a retired industry veteran who started in Philadelphia exhibition in 1907 and later was a partner with Harry Green in Equity Theatres, sold to the Stanley-Warner.**

## SAN ANTONIO

Tommy Powers, city manager, Cinema Arts Theatres, has been slowed down by a muscle spasm in his back and side. . . . John Thompson, Columbia, New York, was visiting with George Watson, city manager, Interstate Circuit, and Lynn Krueger, manager, Interstate's Majestic. . . . Louis Santikos, owner and operator, Olmos, has returned from a trip to his native Greece. . . . Lynn Krueger is on the committee for the forthcoming March of Dimes campaign for a three-city area. . . . The Majestic, Fort Worth, Tex., is soon to undergo complete remodeling. . . . Raymond Jenning, owner and manager, Ray, Hondo, Tex., was scheduled to return shortly from a safari in Africa. . . . A son was born to Mr. and Mrs. Wesley Blankenship, Wallace Theatres, Lubbock, Tex.

RANDOLPH
DRAMA...her songs...her sins!
WARNER BROTHERS
The Helen Morgan Story
ANN BLYTH · PAUL NEWMAN
ARD CARLSON

**Betty Brookman, Philadelphia Modeling and Charm School, claims this recent scaffolding posing job for painters working on a rooftop sign on Warners' "The Helen Morgan Story," Randolph, Philadelphia, five flights up, was the highest she ever worked.**



**Harold R. Stiefel, Campus, Lewisburg, Pa., recently had the Republic released AB-PT double bill "Beginning Of The End" and "The Unearthly" on opening day at Bucknell University, and the coincidence as shown by his marque caused quite a bit of comment.**

# "Hairpin" Bow Aided By Sport Car Fans

SEATTLE—"The Devil's Hairpin," which was world-premiered in the Fifth Avenue here, received a boost from the personal appearances of the stars and an enthusiastic reception from local sport car fans.

Cornel Wilde and Jean Wallace were met at the airport by 180 sport car enthusiasts and the cavalcade proceeded to City Hall, where it was welcomed by the Chamber of Commerce. One hundred cars were put on display in the parking lot near the theatre for inspection by theatre patrons.

The 36-hour visit of the stars was accompanied by heavy radio, television, and newspaper publicity. Tony McLean, Paramount special events department, Los Angeles, was active in making the arrangements.

## SEATTLE

H. Neal East, Paramount western division sales manager, was in to meet with Henry Haustein, branch manager. . . . Carl Mahne has returned from California, where he was affiliated with Roy Cooper Theatres, to take over the management of Evergreen's Fifth Avenue. He replaces Jack Hamaker, resigned. . . . The girls at 20th-Fox held a baby shower for Phyllis Banfill at the home of Sonja Shepherd. . . . The Walter Thayers, United Theatres, became the new parents of a daughter. . . . Ted Gallanter, formerly with MGM, San Francisco, was in Seattle for Columbia to work on "Pal Joey." He now headquarters in Los Angeles. . . . Variety Club Women's Auxiliary is planning a benefit show in the Greenlake in November.

## WASHINGTON

Sid Hoffman and Rodney Collier won Warners' short subject exploitation contest on "Chasing The Sun" and get a two-week all-expense trip to Florida. . . . In Baltimore, Judge Anselm Sodaro suggested that theatre operators police late-show attendance to prevent teenagers from being released on the streets in early morning hours. He made the statement as he sentenced several youths to the State Reformatory for Males for assaulting and robbing a pedestrian about three a. m. Testimony disclosed they had attended a late movie and had left the theatre shortly before the robbery.

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*Address all correspondence to—* **The A-MAN Corner**

**Motion Picture Exhibitor**
**246 North Clarion St., Phila. 7, Pa.**

## Special Sound For "Snowman"

NEW YORK — Twentieth-Fox is making available seven special sound-effect records to exhibitors without charge as part of the pre-selling buildup for "The Abominable Snowman of the Himalayas."

The sound-effect records, consisting of three one-minute, two 30-second, and two 20-second spots, provide showmen with a "chilling" array of noises to go with their pre-selling activities in connection with the one-minute teaser trailer and regular production trailer.

## Police Apprehend Boy For Drive-in Vandalism

**HAGERSTOWN, MD.—State Police recently apprehended a 13-year-old boy who said he was tossed out of a drive-in after sneaking in without a ticket so he threw rocks through all the windows in the projection building, snack bar and ticket booth; broke the lights in the drive-way; smashed a big sign at the entrance; and cut the wires to the sound system.**

**There should be a moral for drive-in exhibitors in this somewhere.**

## Filmack Ready For Holiday

CHICAGO—Filmack Trailer Company announces that its new 1957 Merchant's Holiday Greeting Catalog is now nearing completion and will soon be in the mail to all theatres.

This 16 page, two color booklet features a five-way plan to assist theatremen in obtaining the maximum in extra revenue during the pre-holiday slack season. These plans range from Thanksgiving and Christmas merchant greeting trailers to sponsored kiddie shows, auto giveaways, and a special good-will Christmas package.

**Jane Russell, star of United Artists' "The Fuzzy Pink Nightgown," recently discussed the record album of the film's sound track with Hirsh De La Viez, president, Hirsch Coin Machine Corporation, and Hit Parade, Inc., at Washington.**

## Film Cases Prominent On High Court Docket

WASHINGTON—The Supreme Court, at the start of its new term last week, had several important film cases on its docket.

Wometco Television and Theatre Company is asking the Court to overturn a New York District Court decision permitting Loew's, Inc., to acquire a new theatre in Miami Beach. The appeal is sharply critical of the way in which the Justice Department and the New York Court have been acting on petitions by divorced circuits for new theatres.

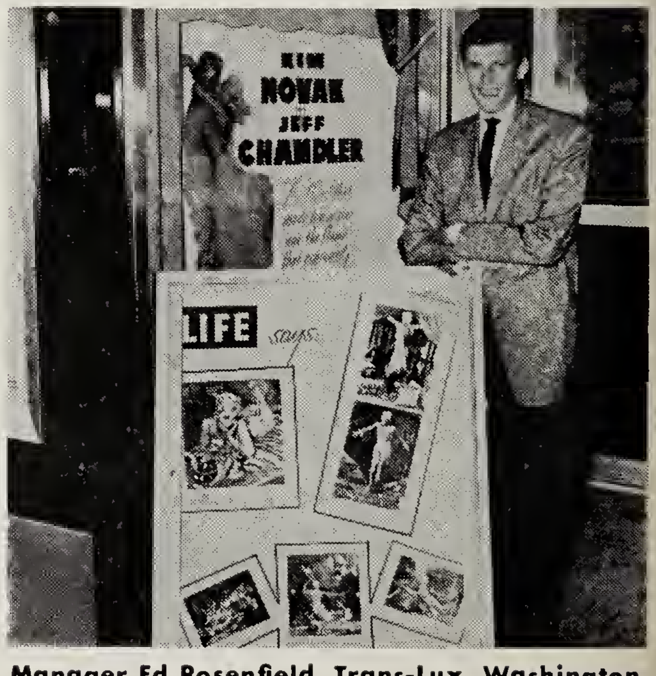
In another case, the constitutionality of the Chicago film censorship set-up is being challenged.

Still another pending case concerns 23 actors, writers, and other production workers who charge they were excluded from employment opportunities in Hollywood because of an illegal conspiracy between producers and the House Un-American Activities Committee following their refusal to testify before the Congressional body.

## Bible Group Honors De Mille

NEW YORK—Cecil B. De Mille, producer and director of Paramount's "The Ten Commandments," has accepted the invitation of Charles R. Hook, national chairman, 17th annual National Bible Week, Oct. 21-29, to act as the honorary chairman of the motion picture industry.

**Three way congratulations were in order recently at the MGM Washington exchange for three simultaneous promotions. Seen in center holding hands are, on left, Henry Ajello, new head booker; center, Joseph Kronman, new assistant branch manager; and, right, Edward Kushner, new office manager. Just to the rear of the triumvirate are Esther Blenderman, cashier department, and branch manager Herbert Bennin. The others are, left to right, Dorris Perrie, Dorothy Small, Catherine Murphy, Barbara Lewis, Rhoda Zell, Ernest Huyett, Hazel McLeran, Hazel McCarthy, Josephine Burns, Sylvia Hodgkins, Elizabeth Myers, Rose Frank, Virginia Stronman, Alice Reighly, Alice Clark, Kitty Arnold, and Sadie Crowder.**



**Manager Ed Rosenfield, Trans-Lux, Washington, recently designed the above display board using the Life magazine break on Columbia's "Jeanne Eagels."**

## COLUMBIA

### The Tijuana Story (220)

MELODRAMA
72M

**ESTIMATE:** For the lower half.

**CAST:** Rodolfo Acosta, James Darren, Robert McQueeney, Jean Willes, Paul Coates. Produced by Sam Katzman; directed by Leslie Kardos.

**STORY:** Rodolfo Acosta, crusading Mexican newspaper editor, wages relentless war against "the syndicate" and dope peddling in Tijuana, and pays with his life. The death of American youth James Darren, engaged to Acosta's secretary, Joy Stoner, while fleeing Mexican police, who question a motor accident he had while under the influence of marijuana, spurs on Acosta's expose. Another American, in the employ of one of the syndicate's night spots, finally sees the light and helps round up the gang.

**X-RAY:** This cheaply-made, tawdry expose of a below-the-border narcotics ring has the well known syndicate riding once again. There is nothing much new and certainly nothing that hasn't been told much better before. The documentary shots and scenic views of the "hot" Mexican town are much better than any of the staged melodramatics. Cliche after cliche makes the yarn barely believable. This was scripted by Lou Morheim. The teenage romance never gets to first base, lost in the usual vice expose situations.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "True Story Of A City's Shame"; "Below The Border In The Hottest City In The Western Hemisphere"; "A Fearless Editor Tackles The Vice Syndicate Single Handedly."

## CONTINENTAL

### Brothers In Law

COMEDY
96M.

(English-made)

**ESTIMATE:** Humourous import.

**CAST:** Richard Attenborough, Ian Carmichael, Terry Thomas, Jill Adams, Miles Malleson, Raymond Huntley, Nicholas Parsons. Produced by John Boulting; directed by Ray Boulting.

**STORY:** Ian Carmichael, upon graduation from law school, becomes an apprentice in the law firm of Miles Malleson, where his friend Richard Attenborough has been employed. He gets his first case sooner than expected and botches it up. Carmichael and Malleson meet Jill Adams when she moves into their boarding house and they become rivals for her affections. They seek advice from mutual friend Nicholas Parsons. Carmichael loses a couple of other cases and manages to win one after the client admits his guilt. He gets to try a case in his home town and wins over the judge to his side at the start as the court is filled with friends and relatives. He wins the case and is on his way to success. He returns to London to find Adams about to marry Parsons, but he and Attenborough don't despair as there are other fish in the sea.

**X-RAY:** This import is funny in a British way that will be appreciated most by art and specialty house audiences. There are a number of laughs and amusing situations. The cast is silly enough in the right places and direction and production are okay. The screenplay is by Frank Harvey, Jeffrey Dell, and Ray Boulting, based on the novel by Henry Cecil.

**AD LINES:** "A Hilarious Comedy From Britain"; "A Wacky Comedy About A Couple Of Zany Brothers In Law"; "He Had A Way In Court—A Losing One."

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SECTION TWO
Vol. 58 • No. 25

OCTOBER 16, 1957

## D.C.A.

### The Miller's Beautiful Wife

COMEDY
95M.

(Technicolor)
(Cinemascope)
(Italian-made)
(English titles)

**ESTIMATE:** Saucy, sexy farce for adults.

**CAST:** Vittorio DeSica, Sophia Loren, Marcello Mastroianni, Paolo Stoppa, Yvonne Sanson. Produced by Dina De Laurentiis and Carlo Ponti; directed by Mario Camerini.

**STORY:** In 1680, during the Spanish occupation of Naples, Governor Vittorio DeSica extracts heavy taxes from farmers and more personal revenues from the female population. One man, however, pays no taxes and lives a life of privilege. He is Marcello Mastroianni, a miller. The reason for this is that his beautiful wife, Sophia Loren, is courted by all local authorities, including DeSica, although she is true to her husband. As the result of a riot on carnival day, Mastroianni is arrested and the Governor's aide, Paolo Stoppa, suggests that this affords DeSica an opportunity to see Loren alone at the mill. DeSica, however, falls in the river and feigns a chill. Loren puts him to bed and gets him to sleep on hot wine after he shows her an order for her husband's release which he will issue only if she surrenders to him. She then takes the order and leaves for the jail. Meanwhile, Mastroianni has escaped. He returns to the mill, through the keyhole sees DeSica in his bed, believes his wife is there too, and is enraged. Seeing DeSica's drying clothes, he decides to take his revenge by impersonating him, dons the clothes, takes off for the palace, and makes his way to the bedroom of DeSica's wife, Yvonne Sanson. He, of course, cannot carry out the disguise with her, and confesses. Loren, bearing the pardon, arrives seeking Mastroianni. When DeSica arrives, his soldiers do not recognize him and keep him out of the palace until Sanson forgives him. Mastroianni has learned that his wife has remained faithful, and is reunited with her. DeSica promises to turn over a new leaf.

**X-RAY:** This costume frolic unreels like a comic opera with French bedroom overtones. Accent, of course, is on sex in a sophisticated, adult way. Add the obvious physical charms of Loren and Sanson, which are well displayed, and one has more than enough to interest the average male moviegoer. The male members of the cast turn in fine performances and there are plenty of laughs. Production is first rate, and the direction has kept things moving briskly. The screenplay is by Mario Camerini, Ennio De Concini, Augusto Camerini, and Alessandro Continenza. The English titles are adequate. Technicolor and CinemaScope are additional assets. This bears a National Legion of Decency "C" rating.

**AD LINES:** "A Sly Screen Delight"; "Everybody In Town Knew The Miller's Wife, Most Knew Where She Was That Night . . ."; "Sultry, Sensational, Rowdy Love Antics."

## MGM

### The Invisible Boy (805)

MELODRAMA
85M.

**ESTIMATE:** Program entry.

**CAST:** Richard Eyer, Philip Abbott, Diane Brewster, Harold J. Stone, Robert H. Harris, Dennis McCarthy, Alexander Lockwood, John O'Malley, Gage Clark, Robby The Robot. Produced by Nicholas Nayfack; directed by Herman Hoffman.

**STORY:** Richard Eyer, son of scientist Philip Abbott, who has constructed a giant mechanical brain which answers all questions put to it, is lax in his studies. Abbott decides to expose the boy to a session with the scientific monster, which enables the boy to activate a discarded robot which becomes his playmate. The monster brain turns out to be a hostile tool from outer space with plans to take over the world. It gets Robby The Robot under its influence, as well as a number of scientists and military men; Eyer is held as a hostage to force Abbott to divulge certain needed information. When Abbott refuses, the brain orders Robby to kill Eyer, but Robby refuses, having grown fond of the boy, and the robot destroys the machine and its influence. Everyone is safe and Abbott makes plans to start rebuilding the brain, while Eyer still has his playmate Robby The Robot.

**X-RAY:** Youngsters should go for the title as well as the contents of this science fiction release, which is simple in story line and well-done from a technical and production standpoint. The story is fair and could have used some tightening while the acting is adequate and the direction average. It should do okay as a programmer and, perhaps with a little selling or proper programming, the returns could be surprising. The screenplay is by Cyril Hume, based on a story by Edmund Cooper.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "A Robot And An Invisible Boy Combine Talents To Make A Sizzling Science Fiction Entry"; "The Monster Had To Be Stopped. . . . How It's Done Makes For A Science Fiction Thriller"; "A Different Experience In The Realm Of Science Fiction."

### Raintree County

DRAMA
182M.

(Technicolor)
(Camera 65)

**ESTIMATE:** A highly impressive film.

**CAST:** Montgomery Clift, Elizabeth Taylor, Eva Marie Saint, Nigel Patrick, Lee Marvin, Rod Taylor, Agnes Moorehead, Walter Abel, Jarma Lewis, Tom Drake, Rhys Williams, Russell Collins, De Forest Kelly. Produced by Davis Lewis; directed by Edward Dmytryk.

**Story:** When Montgomery Clift and Eva Marie Saint are graduated from an Indiana school, they are in love and it is expected that they will wed. Visitor Elizabeth Taylor arrives in town from the south, lures Clift away from Saint, and eventually persuades him to marry her by telling him she is to have his child. After they move to her New Orleans home, she confesses the hoax, shows that she is obsessed with the influence of negroes in her family, and indicates that she may have negro blood. They return to Indiana and have a son as the Civil War breaks out. Taylor sides with the south, Clift with the north. She takes the boy and sneaks away behind the Confederate lines. He enlists in the Union Army and eventually finds her in a southern sanitarium. He takes Taylor and the boy back to Indiana when the war ends. Clift is asked to run for Congress; Taylor imagines she will be in the way and runs off into a swamp to her death. The boy follows and is lost. Clift and Saint, who is still unattached, find him, and the three walk off together.

**X-Ray:** There can be no doubt that this is one of the biggest films to emerge from Hollywood. It has breadth and scope, color, laughter, moments of tenderness, excitement, suspense, and action. It contains in its lengthy running time a story built around the Civil War and of the people who lived in Raintree County, Indiana. Their lives and loves, their problems and frustrations, their desires and accomplishments, are its essence. The acting is on a high level and direction and production equal it. The fact that it was filmed in 65mm will mean little to patrons, but they will appreciate the scenic beauty of a number of the film's sequences as the camera captures the charming countryside of the south. Some viewers may complain that the film is too long; others will say they enjoyed every minute. At the recent premiere, women said they liked it, and men picked out battle scenes, a drinking scene, a footrace, and similar sequences as their own. The film is based on a best selling novel and the public should respond in large enough numbers to make the film version equally big at the boxoffice. The screenplay is by Millard Kaufman, based on the novel of the same name by Ross Lockridge, Jr. The film is preceded by a five minute musical overture and a song, "Song of Raintree County," is sung off-screen by Nat "King" Cole. Because of its length, an intermission before the war footage would be helpful.

**Tip On Bidding:** Highest rates.

**Ad Lines:** "The Big One Millions Have Been Waiting To See"; "At Last The Fabulous Story Of 'Raintree County' Can Be Told In 65mm"; "Hollywood's Top Stars In The Long Awaited 'Raintree County.'"

### Until They Sail (804) Drama 95m.

(CinemaScope)
(Made in New Zealand)

**Estimate:** Names may help slow moving adult war story with feminine slant.

**Cast:** Jean Simmons, Joan Fontaine, Paul Newman, Piper Laurie, Charles Drake, Sandra Dee, Wally Cassell, Alan Napier, Ralph Votrian, John Wilder, Tige Andrews, Adam Kennedy, Mickey Shaughnessy. Produced by Charles Schnee; directed by Robert Wise.

**Story:** During World War II in New Zealand, sisters Jean Simmons, Joan Fontaine, Piper Laurie, and Sandra Dee are lonely for male companionship. Their father and brother are killed, as is Simmons' husband. Laurie's ne'er-do-well spouse, Wally Cassell, is a prisoner of war. Laurie becomes over familiar with a series of American soldiers; Fontaine falls in love with U. S. Marine officer Charles Drake and becomes pregnant, but he is killed before Marine liaison officer Paul Newman can get an okay for their marriage. Newman and widow Simmons engage in a platonic love affair, dictated by Newman's disgust with women in general. At war's end, Fontaine and her baby go to the U. S. to join Drake's family. Laurie decides to ask Cassell for a divorce; in a fury, he murders her, and investigator Newman is called by the defense to testify to her bad reputation. Newman asks Simmons to return to the U. S. with him but she hesitates because his testimony has saved Cassell and condemned Laurie's memory. Finally, she capitulates.

**X-Ray:** A lot of first class talent has been used to make this needlessly uninteresting entry, which may get by with the femmes in some spots. It's a pity that the magnificent scenery of New Zealand could not have been emphasized a bit more, even incidentally; as it is, color would have helped considerably. The production and direction, as well as the performances, are good, but the material does not respond; it is slow-moving, lacks vitality and atmosphere, and never comes to grips with war and the human emotions caught up in it as it should and pretends to do. The screenplay is by Robert Anderson, based on a story by James A. Mitchener. One song, "Until They Sail," is rendered by Eydie Gorme.

**Tip On Bidding:** Program Rates.

**Ad Lines:** "Love-Starved Women of War Time Without Men"; "A Dramatization of Adult Emotions in War-Time New Zealand."

## PARAMOUNT

### The Devil's Hairpin (5704) Drama 82m

(Technicolor)
(VistaVision)

**Estimate:** For the lower half.

**Cast:** Cornel Wilde, Jean Wallace, Arthur Franz, Mary Astor, Paul Fix, Larry Pennell, Gerald Milton, Ross Bagdasarian, Morgan Jones, Jack Kosslyn. Produced and directed by Cornel Wilde.

**Story:** Cornel Wilde is famous as the undefeated champion of sports car racers; he owns a swank bar and restaurant; and he almost owns pretty Jean Wallace, formerly the property of his best friend, Arthur Franz. Wilde is also responsible for the defeat of many drivers and the crippling of some, including his brother, whom he drives off the track during a race. The defeated drivers work for him at his cafe, where he shows them off as trophies. His mother, Mary Astor, refuses to have anything to do with him since the accident to brother Larry Pennell, and Wallace becomes fed-up with him as he never proposes marriage. Sports columnist Gerald Milton needles him into entering a race with champ Morgan Jones, sponsored by Arthur Franz, and they expect to make his defeat a resounding one. He recalls his past life while waiting for the start and during the race, instead of driving recklessly to win, he permits Jones to make a dangerous turn instead of shoving him off the track. He wins fair and square, which earns him forgiveness in the eyes of mother, brother, Franz and Wallace, and he asks the latter to marry him immediately.

**X-Ray:** This is smoothly put together, with a colorful and exciting race for the climax. The cast is okay, as is the direction and production, and the story holds average interest for viewers. It should do adequately as a supporting feature on the program. It was written by James Edmiston and Cornel Wilde. There is one song, "The Touch of Love." This bears a Legion of Decency 'B' rating.

**Tip On Bidding:** Program rates.

**Ad Lines:** "He Had To Win To Prove He Was Champ"; "Life Or Death Was Waiting At 'The Devil's Hairpin' "; "An Exciting Thriller Of Men And Sports Racers . . . And Their Women."

### The Tin Star (5708) Western 93m

(VistaVision)

**Estimate:** Superior western.

**Cast:** Henry Fonda, Anthony Perkins, Betsy Palmer, Michel Ray, Neville Brand, John McIntire, Mary Webster, Peter Baldwin, Richard Shannon, Lee Van Cleef, James Bell. Produced by William Perlberg and George Seaton; directed by Anthony Mann.

**Story:** Hardened bounty hunter Henry Fonda brings an outlaw's body to town to collect the reward. The townspeople despise him and his kind and they refuse to put him up until he can collect the money. He is befriended by a lad, Michel Ray, and taken to his home, where his widowed mother; Betsy Palmer, also considered an outcast because she married an Indian, puts him up. He finds himself helping young and inexperienced sheriff Anthony Perkins, and gets to know his business. Fonda was once a peace officer and he advises him to prepare for a showdown with the town bully, Neville Brand, who would be sheriff. When the town's popular doctor is killed, Fonda and Perkins bring in the killers. Brand tries to lead a mob to lynch the prisoners, and Perkins outdraws and outguns him. He has won the right to wear the tin star. Fonda gets his money, and heads out of town with Palmer and Ray to start life anew together.

**X-Ray:** Superior in all departments, this fine western combines action and drama. It has a different story that is thoroughly interesting and excellently paced, holding attention throughout. The cast is very good, with Fonda, Perkins, and Palmer particularly impressive. Direction and production are in the better category. The film is heartwarming and exciting for young and old alike, and the careful attention paid to the story and its construction should pay off. The screenplay is by Dudley Nichols, based on a story by Barney Slater and Joel Kane.

**Tip On Bidding:** Higher program rates.

**Ad Lines:** "He'll Shoot His Way Into Your Heart"; "Was He Man Enough To Wear The Tin Star?"; "An Action-Packed Western To Be Long Remembered."

## RANK

### Pursuit Of The Graf Spee Drama 106m.

(Technicolor)
(VistaVision)
(English-made)

**Estimate:** Highly interesting import.

**Cast:** John Gregson, Anthony Quayle, Peter Finch, Ian Hunter, Jack Gwillim, Bernard Lee, Lionel Murton, Anthony Bushell, Peter Illing, Michael Goodliffe, Patrick McNee, John Chandos. Written, produced, and directed by Michael Powell and Emeric Pressburger.

**Story:** The first historic naval action of World War II, which took place off the coast of Uruguay between the German pocket battleship Graf Spee and three British cruisers, is the theme of the film. First, it is established that the Graf Spee has been responsible for a number of Allied shipping losses. The British net tightens until they sight their quarry and, despite being outgunned and out powered, they manage to inflict damage serious enough to force the German vessel to seek sanctuary in neutral Montivideo Harbor, which brings about elaborate diplomatic maneuvering. The British successfully persuade the Germans that they face a whole fleet should they come out, although the British have only three ships waiting. The Germans decide to sink the Graf Spee outside the harbor when their deadline has expired.

**X-Ray:** Impressive action and maneuvering of men and vessels is to be found in this thoroughly interesting story that is as one of the most historic of early World War II. The fight sequences seem authentic and the impersonation of the officers and their charges is of high calibre. Direction and production are excellent and viewers should be most interested: the actionful entertainment is simple and effective. Give this a chance and a campaign, and the potential for high returns is here. Powell and Pressburger are to be commended for their all-around efficiency, while the cameramen and technicians also deserve a good measure of praise. This can play in any type of house.

Ad Lines: "The Story That Took Years To Tell"; "An Exciting Thriller That Won't Soon Be Forgotten"; "Action . . . Thrills . . . Adventure In An Historic Film About An Historic Event."

### The Spanish Gardener

Drama
95m.

(Technicolor)
(VistaVision)
(English-made)

Estimate: Programmer for art spots and some regulation houses.

Cast: Dirk Bogarde, Jon Whitley, Michael Hordern, Cyril Cusack, Maureen Swanson, Lyndon Brook, Josephine Griffin. Produced by John Bryan; directed by Philip Leacock.

Story: British consular service employee Michael Hordern is passed over for promotion and assigned to a minor post in a small town on the coast of Spain. With him there is his shy son, Jon Whiteley, who has been over-protected and limited in his associations. It seems that Hordern has broken with his wife. The job of consulate gardener is given to Dirk Bogarde, to whom the boy is drawn and who proves good for the lad. Hordern is jealous of their relationship and tries to interfere. The boy is forced to seek Bogarde's shelter when the chauffeur-butler gets drunk and threatening. The butler plants a stolen watch in Bogarde's jacket and Hordern presses charges. Bogarde escapes from custody and is hurt after which Hordern discovers he was innocent. He finds his son has run away to meet Bogarde and help care for the latter's wounds. The relationship between father and son improves and, when Hordern leaves for another post, he thanks Bogarde for his help in creating new understanding between father and son.

X-Ray: The life of a lonely youngster and his lonely and frustrated father is brought to the screen ably and in interesting fashion and amid different surroundings. The roles are well executed under adequate direction and production although it moves slowly. The import can play as part of the program in art and specialty spots as well as in some regulation houses. The screenplay is by Lesley Storm and John Bryant, based on a novel by A. J. Cronin.

Ad Lines: "What Was The Mysterious Relationship Between The Boy And The Spanish Gardener?"; "They Called Him A Thief . . . But He Was Innocent"; "Could A Father Lose His Son to Another?"

## 20TH—FOX

### The Deerslayer (740)

Melodrama
78m.

(CinemaScope)
(De Luxe Color)

Estimate: Okay picturization of classic Indian story.

Cast: Lex Barker, Rita Moreno, Forrest Tucker, Cathy O'Donnell, Jay C. Flippen, Carlos Rivas, John Halloran, Joseph Vitale. Produced and directed by Kurt Neumann.

Story: Lex Barker, the deerslayer, a white man raised by Mohican Indians, and his Indian friend, Carlos Rivas, save trader Forrest Tucker from Huron Indians. Tucker tells them he thinks they are on the warpath for trapper Jay C. Flippen, who lives with his daughters Rita Moreno and Cathy O'Donnell, on a strange floating raft-fort on the river. Barker and Rivas can't understand this, but go with Tucker to help out and learn that Flippen is really a bounty hunter interested only in getting Indian scalps. When the Hurons attack, Flippen is captured. Tucker, who cares nothing for Flippen, tries to make off with the scalps and the gold, as well as O'Donnell; but Barker and Rivas go to the Indian camp to effect a rescue, thinking they have the scalps, sacred to the Hurons, to use in bargaining. Moreno, followed by O'Donnell, goes to warn Barker and Rivas. All are captured. Just as the Indians are about to kill Barker and Rivas, Flippen breaks free, and the three put up a furious fight, although helplessly outnumbered. Tucker, who has had a change of heart, comes to their rescue with a cannon he has carried from the fort. Flippen is killed, but the others escape. Moreno, who has learned she is not Flippen's daughter, but an Indian, has fallen in love with Rivas. Tucker and O'Donnell have become reconciled.

X-Ray: This picturization of the familiar Leather Stocking Tale by James Fenimore Cooper has been faithfully done. The setting in upper New York State woodland is beautifully captured by the CinemaScope cameras and De Luxe color, and the classic is competently enacted by the cast. There is action all the way and plenty of Indians. Kurt Neumann not only produced and directed, but also collaborated with Carroll Young on the screenplay. This should do okay on the program as part of a dual bill.

Tip On Bidding: Program rates.

Ad Lines: "James Fenimore Cooper's Great Adventure Classic"; "Last Of The Great Mohicans—First Of The Great Pioneers"; "An Epic Of Early American Outdoor Adventure."

## MISCELLANEOUS

### Melbourne Rendezvous

Documentary
87m

(Trans-Lux)
(Agfacolor)
(Made In Australia)

Estimate: For sports fans only.

Credits: Directed by Rene Lucot. Narrated by Francois Perier A.C.S.A. Production.

Story: This is a resume of the 16th Olympiad held at Melbourne, Australia in 1956. All highlights are covered by a special 15-camera process.

X-Ray: This comes too late and is too long. However, the German Agfacolor is very good and the photography and coverage are excellent. By adroit use of special "Zoom" lenses and slow motion, more is seen than by a spectator in the giant stadium. The narration is factual and at times points up the humorous. Some of the events are thrilling and there are many remarkable shots of men and women athletes in action.

Ad Lines: "The Complete Camera Record Of The 16th Olympic Games In Australia"; "Official Olympic Films In Color."

### Search For Paradise

Travelogue
120m.

(Stanley-Warner Cinerama)
(Technicolor)

Estimate: Special entry for limited exhibition.

Cast & Credit: Lowell Thomas, Major Christopher Young, Sergeant James S. Parker, Colonel M. Ata Ullah. Directed by Otto Lang. Scenario and narration by Prosper Buranelli, Thomas and Lang. Production supervised by Nat Lapkin.

Story: Lowell Thomas and his traveling companions, Air Force Major Christopher Young and his buddy, Sergeant James S. Parker, take the audience on a tour to Central Asia to find an earthly paradise, or "Shangri-La," after first visiting Paris, Suez, and Bombay by air. In addition to the Himalayan kingdoms of Hunza and Nepal, the Vale of Kashmir is visited, as is the island of Ceylon. The coronation of King Mahendra of Nepal and a subsequent parade of the royal elephants are covered also.

X-Ray: Once again the Cinerama cameras present the wonders of different parts of the world in an interesting and absorbing fashion, and audiences that seek this kind of entertainment will be pleased with the result in general, although there are portions of the release that tend to make one restless. These are generally scenes that are too static or where the musical accompaniment seems out of place. Other portions of the presentation are wondrous and exciting and will be long remembered by the viewers who can attend the relatively few houses that present the entry with the necessary special equipment. The giant screen once again takes the viewer on a journey he would not ordinarily take in person, making him feel at home and yet a part of the show. Songs heard include "Search For Paradise," "Happy Land of Hunza," "Shalimar," and "Kashmir Street Song," all rendered by the baritone voice of opera star Robert Merrill.

Ad Lines: "Your Search For Happy Entertainment Can End Right Here"; "The Wonders Of The World Exposed To The Cinerama Cameras"; "Lowell Thomas Is Your Guide To The Wonders Of The World."

# The Shorts Parade

## TWO REEL

### COLOR NOVELTY

CONEY ISLAND, U.S.A. Burstyn. 16m. This familiar subject photographed in fairly good color leans toward the arty, impressionistic, especially in the latter portion devoted to night shots of dancing lights. Most of the concentration is on the rides, side shows, mechanical figures, foods, with scant attention given to the crowds, the beach, or the boardwalk. This was produced and directed by Valentine Sherry, with commentary by Henry Morgan. The subject is said to have won a prize at one of the European film festivals. GOOD.

### COLOR TOPICAL

QUEEN ELIZABETH II. Rank. 15m. Color. To take advantage of the visit of Queen Elizabeth to the United States this month, this short on her life, from childhood until the present, has been prepared. It is an interesting subject that shows the sovereign prior to her succession to the throne as well as afterward. Her family also is to be seen. GOOD.

### MUSICAL

CHAMPAGNE MUSIC. U-I Special Lawrence Welk Musical Featurette Reissue. 15m. October, 1946. Featuring Lawrence Welk and orchestra, with Judy Clark and other soloists, this band number has such tunes as "Running Wild," "No Can Do," "Playmates," "I'm Nobody's Baby," with audience participation through words flashed on screen, "Let's Play House," and the title song. Setting is a night club. FAIR. (3607).

THE ELGART TOUCH. U-I-Musical Featurette. 15m. This features the Modernaires, April Ames, Johnny O'Neill, Don Forbes, and Les Elgart and his orchestra. Heard are such tunes as " 's Too Much," "Love Not Subject To Change," "Roving Gambler," "Suzette," "Devil May Care," "Man Smart, Woman Smarter (That's Right)," and "Too Much." FAIR. (3659)

THE GOOFERS. U-I-Musical Featurette. 16m. The Goofers perform to such numbers as "Chinatown My Chinatown," "This Must Be the Place," "Stay Out Of The Sand Trap Baby," "I'll Remember April," "Pogo Stick Polka," and "Goofers Rhapsody." GOOD. (3658).

LAWRENCE WELK AND ORCHESTRA. U-I Special Lawrence Welk Musical Featurette Reissue. 15m. February, 1949. This is one of the quietest musical shorts in a long time. The high spot comes when five beautiful lassies do "MacNamara's Band" in both song and dance. Low spots come toward the end, when poor direction and bad camera work make a tenor and Welk himself look silly. The other numbers heard are okay. FAIR. (3608)

THE MODERNAIRES WITH LAWRENCE WELK'S ORCH. U-I Special Lawrence Welk Musical Featurette Reissue. 15m. November, 1952. Lawrence Welk opens the program with "Rustic Dance," followed by the Modern-

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# ALPHABETICAL GUIDE To 77 Features Reviewed

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## THE SHORTS PARADE

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aires' rendition of "The Customer Is Always Right." Welk comes up again with the lively "Accordion Rag" and the Modernaires take the stage with "Gambelia." Roberta Linn and the quartet follow with "High Life Polka," and the Skating Ryles put on the finishing touch with "Jamboree" and "Rehearsal." FAIR. (3609).

## *ONE REEL*

## CINEMASCOPE COLOR NOVELTY

LION DANCERS. U-I Color Parades. 8m. The camera visits the Watusi tribe of the Belgium Congo, and dwells mainly on their ceremonial dances, particularly the famous Lion Dance. This is allegedly narrated by a young boy of the tribe who wants to grow up to be one of the dancers. CinemaScope. GOOD. (3676)

## COLOR CARTOONS

GOLDILOCKS AND THE THREE BEARS. MGM Gold Medal Cartoon Reissues. 11m. November, 1947. This follows the famous fairy tale, and will be very much appreciated by the younger members of the audience. Goldilocks finishes off the bear family's porridge, and goes to sleep. When the bears return, they are thoroughly frightened and start looking for the intruder. She finally escapes, but not until she has thrown the bears' household into a furious uproar. FAIR. (W-963).

IN DUTCH. Buena Vista-Walt Disney Classic Cartoon Reissues. 7m. March, 1946. The locale is a small Dutch village at the foot of a huge dyke. Pluto delivers milk for the town in a cart, and becomes friendly with the burgomeister's pet dachshund. As they play, they accidentally ring the alarm bell, warning that the dyke is breaking up. The townspeople are upset, and chase them out of town for turning in a false alarm. They pass the dyke, and notice that the dyke is actually breaking up. Pluto returns to town, and rings the bell, but no one pays any attention to him. He sets about arousing the town, and they chase him past the dyke, and see the burgomeister's dog plugging up the hole. The two dogs are acclaimed heroes, and are given the run of the town, which is saved from a flood. GOOD. (74116).

JERRY AND THE LION. MGM Gold Medal Cartoon Reissues. 7m. May, 1950. Tom is on the alert for an escaped circus lion, which has taken refuge in his home. Discovered by Jerry, the bewildered, dopey lion says all he wants to do is get away from circus trainers who put their heads in his mouth and the noise of popcorn munching crowds, and go back to the jungle. Jerry's heart is touched, and he eventually gets the lion aboard a ship Africa-bound after eluding Tom in the usual slapstick manner. GOOD. (W-962).

LOVE IS BLIND. 20th-Fox-Terrytoon. 7 m. A fun-loving hippo is chased by others he would like to play with because he is too clumsy and too big, but eventually he finds a playmate in a mole and they have a fine time until the mole is captured by weasels. He manages to summon the hippo, who rescues his friend and gets rid of the weasels. GOOD. (5735).

OUT-FOXED. MGM Gold Medal Cartoon Reissues. 8m. October, 1949. Droopy and the other dopey dogs are told by their English master that he will reward them with a steak for each fox they bring back. The tea drinking fox outwits them all, but when Droopy explains about the steaks, the fox calls up all his cousins, and they all march in with Droopy, and sit down to a steak banquet with him. GOOD. (W-961).

RESCUE DOG. Buena Vista-Walt Disney Classic Cartoon Reissues. 7m. March, 1947. Pluto is up in the Arctic regions in the lifesaving business. He tries to rescue a playful seal, which, of course, needs no rescuing, and finds himself trapped below the ice. The seal finally rescues him and he shows grateful affection for his newly found, strange playmate. GOOD. (74118).

THE SLEEPWALKER. Buena Vista-Walt Disney Classic Cartoon Reissues. 7m. June, 1942. Pluto, during his sleep, gives his bone to a dachshund, and then proceeds to wreck the latter's house when he awakes. But when he learns that the dog as several mouths to feed, he relents, and gives them all his bones. FAIR. (74114).

SPUNKY SKUNKY. Paramount Cartoon Champions Reissues. 7m. Reissue. June, 1952. Casper sees a turtle, a hare, and a pig playing baseball. They flee in terror, but Skunky, the skunk, has almost as much trouble finding someone to play with, and, in attempting to kill himself, falls into a bucket of white paint. Skunky thinks that he's now a ghost, and plays with Casper. A wolf spies the turtle, hare, and pig, and gives chase. Skunky tries to save his friends, but fails. However, Casper comes to the rescue, and he and Skunky join the others playing ball. GOOD. (S17-2).

ROUND TRIP TO MARS. U-I-Walter Lantz Cartunes. 6 m. Woody Woodpecker is relaxing at a desert hotel outside of Las Vegas when he gets tangled up with a screwy professor working on a rocket intended to make a trip to Mars. GOOD. (3621).

SQUATTER'S RIGHTS. Buena Vista-Walt Disney Classic Cartoon Reissues. 7m. May, 1946. Mickey and Pluto arrive at a cabin where they set themselves up for a little hunting vacation. However, the inhabitants of the place, two chipmunks, apparently, make trouble for the two, with Pluto eventually thinking himself shot, and Mickey taking him in his arms, and running off with him. GOOD. (74117).

TAR WITH A STAR. Paramount Popeye Champions Reissues. 7m. Reissue. August, 1949. Popeye arrives in tough western town, and takes the little-wanted job of sheriff. He refuses to use his guns, preferring his trusty fists. He changes the saloon into an ice cream parlor, and takes a friendly interest in entertainer Olive Oyl. Wild Bill Bluto arrives, and terrorizes the town as well as making romantic advances to Olive. Popeye and he go through their usual tussles and turmoil until the sailor, with the aid of his strength-giving spinach wins, as usual. GOOD. (E17-3).

TO CATCH A WOODPECKER. U-I-Walter Lantz Cartune. 6 m. When the telephone company has trouble keeping its poles in one piece because of Woody Woodpecker, various means are tried to bring the situation under control with little success. The president of the company decides to give it a whirl, but Woody winds up in his chair, office, and limousine. GOOD. (3619).

TROMBONE TROUBLE. Buena Vista-Walt Disney Classic Cartoon Reissues. 7m. February, 1944. Jupiter and Vulcan as well as the earthly Donald Duck are bothered and their sleep is disturbed by the awful trombone playing of Donald's neighbor. The gods decide to give Donald power to cope with the situation and this has the expected results; but, alas, for the slumber seeking gods, Donald decides to try the trombone himself, and his playing is even worse GOOD. (74115).

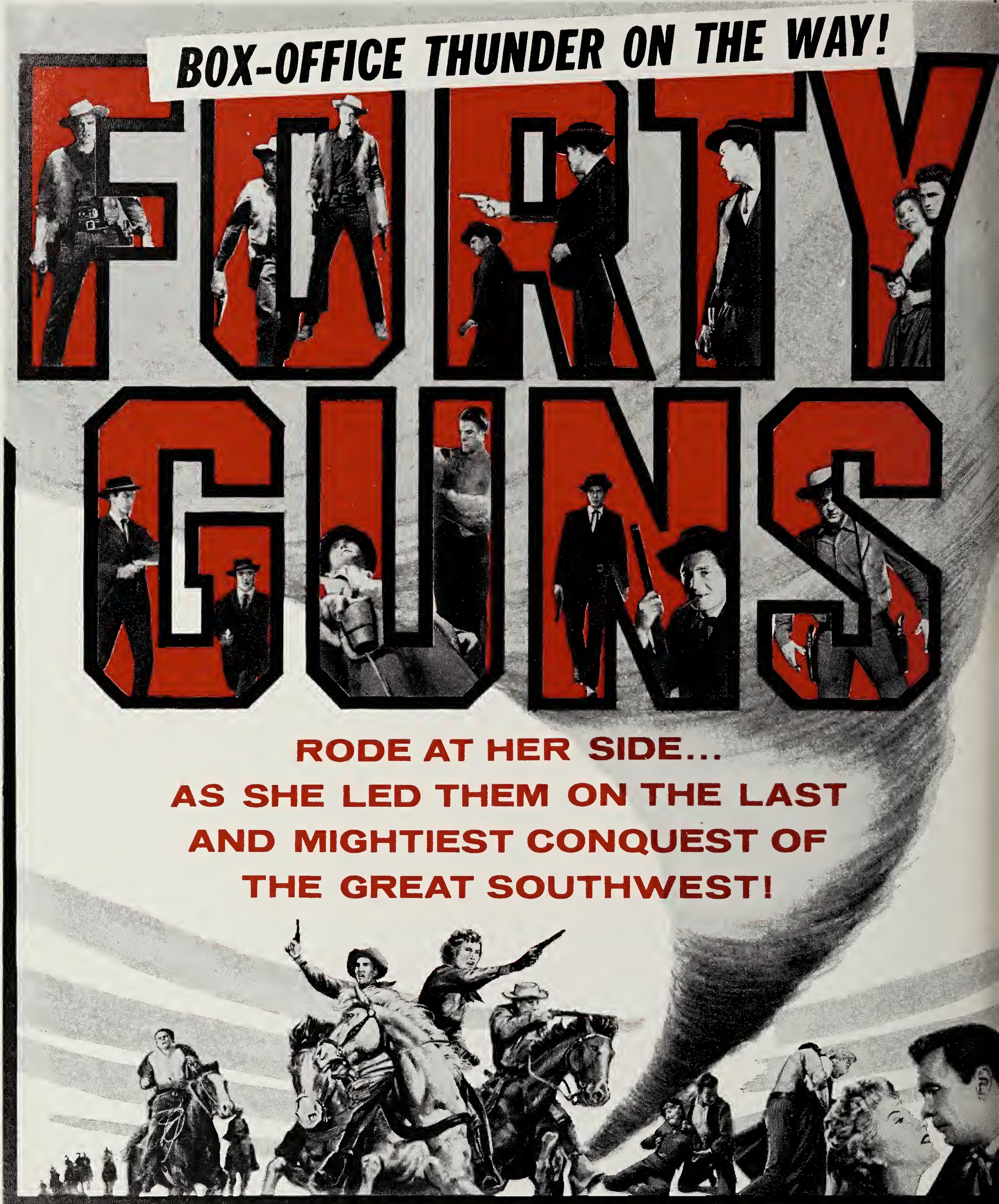
WOTTA KNIGHT. Paramount Popeye Champions Reissues. 7m. Reissue. November, 1947. Back in the middle ages, Popeye is in the midst of a joust with his rival, Bluto, for the privilege of waking the sleeping beauty, Olive. Popeye wins the match hands down, but Bluto is still intent on making Olive his own. Things look bad for the sailor until he fetches his can of spinach. FAIR. (E17-2).

*Complete back seasons of these pink "servi-sections" are available to subscribing theatres at 52¢ per set.*

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

| | A.A. | COLUMBIA | M.G.M. | PARAMOUNT | RANK | REPUBLIC | 20th-FOX | U.A. | UNIVERSAL | WARNERS | MISC. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **NOW IN GENERAL RELEASE** | **The Disembodied**<br>Paul Burke<br>Allison Hayes<br>**Cyclops**<br>James Craig<br>Gloria Talbott<br>Lon Chaney, Jr.<br>**Portland Expose**<br>Edward Binns<br>Virginia Gregg<br>**Death In Small Doses**<br>Peter Graves<br>Mala Powers<br>**From Hell It Came**<br>Tod Andrews<br>Tina Carver<br>**Man From Monterey**<br>Sterling Hayden<br>Pamela Duncan<br>**Teenage Doll**<br>June Kenney<br>John Brinkley<br>Fay Spain<br>**Undersea Girl**<br>Mara Corday<br>Pat Conway<br>**Naked In The Sun**<br>(C)<br>James Craig<br>Barton MacLane<br>Lita Milan | **The Young Don't Cry**<br>Sal Mineo<br>James Whitmore<br>**No Time To Be Young**<br>Robert Vaughn<br>Dorothy Green<br>**Town On Trial**<br>John Mills<br>Barbara Bates<br>**Pickup Alley**<br>(CS)<br>Victor Mature<br>Anita Ekberg<br>**3:10 To Yuma**<br>Glenn Ford<br>Van Heflin<br>Kathryn Grant<br>**The Brothers Rico**<br>Richard Conte<br>Dianne Foster<br>**The Parson and The Outlaw**<br>(TC)<br>Anthony Dexter<br>Buddy Rogers<br>Marie Windsor<br>**Woman Of The River**<br>(TC)<br>Sophia Loren<br>Gerard Oury | **The Seventh Sin**<br>(CS)<br>Eleanor Parker,<br>Bill Travers,<br>George Sanders<br>**Something Of Value**<br>Rock Hudson,<br>Dana Wynter,<br>Wendy Hiller<br>**Man On Fire**<br>Bing Crosby<br>Inger Stevens<br>Mary Fickett<br>**Silk Stockings**<br>(CS-Color)<br>Fred Astaire<br>Cyd Charisse<br>Janis Paige<br>**Gun Glory**<br>(CS-C)<br>Stewart Granger<br>Rhonda Fleming<br>**Tip On A Dead Jockey**<br>(CS)<br>Robert Taylor<br>Dorothy Malone<br>**Decision Against Time**<br>Jack Hawkins<br>(England) | **Beau James**<br>(VV-TC)<br>Bob Hope<br>Vera Miles<br>Paul Douglas<br>**Loving You**<br>Elvis Presley<br>Lizabeth Scott<br>Wendell Corey<br>(VV-TC)<br>**Omar Khayyam**<br>(VV-TC)<br>Cornel Wilde,<br>Debra Paget<br>**Cecil B. DeMille's The Ten Commandments**<br>(VV-TC)<br>(Special Engagements)<br>**Stowaway Girl**<br>Trevor Howard<br>Elsa Martinelli<br>(England)<br>**Shortcut To Hell**<br>(VV)<br>Robert Ivers<br>Georgann Johnson<br>**Mr. Rock And Roll**<br>Alan Freed<br>Rocky Graziano<br>Lionel Hampton | **Value For Money**<br>(TC-VV)<br>John Gregson<br>Diana Dors<br>**Triple Deception**<br>(TC-VV)<br>Michael Craig<br>**The Third Key**<br>Jack Hawkins | **Time Is My Enemy**<br>Dennis Price<br>Renee Asherson<br>**The Lawless Eighties**<br>Buster Crabbe<br>Marilyn Saris<br>**Pawnee**<br>(C)<br>G. Montgomery,<br>Lola Albright<br>**Last Stagecoach West**<br>Jim Davis,<br>Mary Castle<br>**Taming Sutton's Gal**<br>John Lupton,<br>Gloria Talbott<br>**Hell Canyon Outlaws**<br>Dale Robertson<br>Brian Keith<br>Rosanna Rory | **Forty Guns**<br>(CS)<br>Barbara Stanwyck,<br>Gene Barry,<br>Barry Sullivan<br>**The Unknown Terror**<br>Paul Richards,<br>Mala Powers<br>**Back From The Dead**<br>Arthur Franz,<br>Peggie Castle,<br>Marsha Hunt<br>**Hell On Devil's Island**<br>Helmut Dantine<br>Donna Martell<br>**The Sun Also Rises**<br>(C-CS)<br>Ava Gardner<br>Tyrone Power<br>Errol Flynn<br>**Three Faces Of Eve**<br>(CS)<br>David Wayne<br>Joanne Woodward<br>**The Deerslayer**<br>(C-CS)<br>Lex Barker<br>Forest Tucker<br>Cathy O'Donnell | **Bayou**<br>Peter Graves,<br>Lita Milan<br>**The Monster That Challenged The World**<br>Tim Holt,<br>Audrey Dalton<br>**The Vampire**<br>John Beal,<br>Coleen Gray<br>**The Monte Carlo Story**<br>(TC)<br>Marlene Dietrich,<br>Vittorio De Sica<br>**The Fuzzy Pink Nightgown**<br>Jane Russell,<br>Keenan Wynn<br>**Valerie**<br>Sterling Hayden,<br>Anita Ekberg<br>**Jungle Heat**<br>Lex Barker,<br>Mari Blanchard<br>**My Gun Is Quick**<br>Robert Bray<br>**Lady Of Vengeance**<br>Dennis O'Keefe,<br>Ann Sears | **Joe Butterfly**<br>(CS-TC)<br>Audie Murphy<br>George Nader<br>Burgess Meredith<br>**The Midnight Story**<br>(CS)<br>Tony Curtis,<br>Marisa Pavan,<br>Gilbert Roland<br>**Interlude**<br>(CS-TC)<br>June Allyson,<br>Rossano Brazzi<br>**Doctor At Large**<br>(VV-C)<br>(English)<br>Dirk Bogarde<br>**Run Of The Arrow**<br>(TC)<br>Rod Steiger,<br>Sarita Montiel<br>**Night Passage**<br>(TC)<br>James Stewart<br>Audie Murphy<br>Dianne Foster<br>**That Night**<br>John Beal<br>Augusta Dabney<br>**Man Of A Thousand Faces**<br>(CS)<br>James Cagney<br>Dorothy Malone | **A Face In The Crowd**<br>Andy Griffith<br>Patricia Neal<br>**The D.I.**<br>Jack Webb,<br>Don Dubbins,<br>Jackie Loughery<br>**The Prince And The Showgirl**<br>(TC)<br>Marilyn Monroe,<br>Laurence Olivier<br>**X—The Unknown**<br>Dean Jagger<br>**The Curse Of Frankenstein**<br>(C)<br>Peter Cushing,<br>Hazel Court<br>**Band Of Angels**<br>(C)<br>Clark Gable<br>Yvonne DeCarlo<br>**Rising Of The Moon**<br>Frank Lawton<br>Denis O'Dea<br>**The James Dean Story**<br>James Dean | **Johnny Tremain**<br>(TC)<br>(Disney)<br>Hal Stalmaster<br>Luana Paten,<br>Jeff York<br>(BuenaVista)<br>**Drag Strip Girl**<br>Steve Terrell<br>Fay Spain<br>(American Int.)<br>**Rock All Night**<br>Dick Miller<br>and Platters<br>(American Int.)<br>**Bambi**<br>(TC)<br>(Disney)<br>(RE)<br>(Buena Vista)<br>**I Was A Teenage Werewolf**<br>Michael Landon<br>Yvonne Lime<br>(American-Int.)<br>**Invasion Of The Saucer Men**<br>Steve Terrell<br>Gloria Castillo<br>(American-Int.) |
| **PROMISED FOR EARLY RELEASE** | **Looking for Danger**<br>Bowery Boys<br>**Streets Of Havana**<br>John Cassavetes<br>Raymond Burr<br>Sara Shane<br>**The Rifle**<br>(C)<br>Joel McCrea<br>Virginia Mayo<br>**Hunchback Of Notre Dame**<br>(TC-CS)<br>Gina Lollobrigida<br>Anthony Quinn<br>**Hongkong Story**<br>Jack Kelly<br>Lita Hwa<br>**Sabu and the Magic Ring**<br>(C)<br>Sabu<br>**Up In Smoke**<br>Bowery Boys<br>**The Barbarians**<br>Pierre Cressoy<br>Helene Remy<br>**New Day At Sundown**<br>(CS)<br>George Montgomery<br>Randy Stuart | **The Story of Esther Costello**<br>Joan Crawford<br>Rossano Brazzi<br>**Domino Kid**<br>Rory Calhoun<br>Kristime Miller<br>**The Tijuana Story**<br>Rodolfo Acosta<br>James Darren<br>Jean Wiles<br>**The Harlem Globetrotters**<br>(RE)<br>**Operation Mad Ball**<br>Jack Lemmon<br>Ernie Kovacs<br>Kathryn Grant<br>**Decision At Sundown**<br>(TC)<br>Randolph Scott<br>Karen Steele<br>**Escape From San Quentin**<br>Johnny Desmond<br>Merry Anders<br>**Torero**<br>(Mexican-made)<br>Luis Procuna | **Action Of The Tiger**<br>(CS-Color)<br>Van Johnson<br>Martine Carol<br>**House Of Numbers**<br>Jack Palance<br>Barbara Lang<br>**The Hired Gun**<br>Rory Calhoun<br>Anne Francis<br>**Until They Sail**<br>Jean Simmons<br>Joan Fontaine<br>Paul Newman<br>**The Invisible Boy**<br>Richard Eyer<br>Diane Brewster<br>Philip Abbott<br>**I Accuse**<br>Jose Ferrer<br>Viveca Lindfors<br>Anton Walbrook<br>**Les Girls**<br>(C-CS)<br>Gene Kelly<br>Mitzi Gaynor<br>Kay Kendall<br>Taina Elg<br>**Jailhouse Rock**<br>(CS)<br>Elvis Presley<br>Judy Tyler | **The Devil's Hairpin**<br>(VV)<br>Cornel Wilde<br>Jean Wallace<br>**The Joker Is Wild**<br>(VV)<br>Frank Sinatra<br>Jeanne Crain<br>**Sailor Beware**<br>(RE)<br>Dean Martin<br>Jerry Lewis<br>**Jumping Jacks**<br>(RE)<br>Dean Martin<br>Jerry Lewis<br>**Hear Me Good**<br>(VV)<br>Hal March<br>Merry Anders<br>**Zero Hour**<br>(VV)<br>Dana Andrews<br>Linda Darnell<br>Sterling Hayden<br>**The Tin Star**<br>(VV)<br>Henry Fonda<br>Annthony Perkins<br>Betsy Palmer<br>**Sad Sack**<br>(VV)<br>Jerry Lewis<br>Phyllis Kirk<br>David Wayne | **The Black Tent**<br>(TC-VV)<br>Anthony Steel<br>**A Town Like Alice**<br>Virginia McKenna<br>**The Gentle Touch**<br>(T)<br>George Baker<br>**As Long As They're Happy**<br>(EC)<br>Jack Buchanan<br>Diana Dors<br>**Jacqueline**<br>John Gregson<br>Kathleen Ryan<br>**Pursuit Of The Graf Spee**<br>(TC-VV)<br>John Gregson<br>**An Alligator Named Daisy**<br>(TC-VV)<br>Donald Sinden<br>Diana Dors<br>**The Spanish Gardener**<br>(TC-VV)<br>Dirk Bogarde<br>Jon Whiteley | **Operation Conspiracy**<br>Philip Friend<br>Mary Mackenzie<br>**The Wayward Girl**<br>Marcia Henderson<br>Peter Walker<br>**Panama Sal**<br>Elena Verdugo<br>Edward Kemmer<br>**Raiders Of Old California**<br>Jim Davis<br>Arleen Whelan<br>**The Crooked Circle**<br>John Smith<br>Fay Spain<br>**Thunder Over Tangier**<br>Robert Hutton<br>Lisa Gastoni<br>**Plunderers Of El Dorado**<br>Vera Ralston<br>George Macready<br>**Hell Ship Mutiny**<br>Jon Hall<br>John Carradine<br>Roberta Hayes<br>**Fighting Wildcats**<br>Keefe Brasselle<br>Kay Callard | **No Down Payment**<br>(CS)<br>Jeffrey Hunter<br>Sheree North<br>Tony Randall<br>**The Copper Sky**<br>Coleen Gray<br>Jeff Morrow<br>**Stopover Tokyo**<br>(DC-CS)<br>Robert Wagner<br>Joan Collins<br>Edmond O'Brien<br>**Ride A Violent Mile**<br>(RS)<br>John Agar<br>Penny Edward<br>**April Love**<br>(DC-CS)<br>Pat Boone<br>Shirley Jones<br>**Under Fire**<br>Rex Reason<br>Henry Morgan<br>Steve Brodie<br>**Ghost Diver**<br>James Craig<br>Audrey Totter<br>**The Adominable Snowman Of The Himalayas**<br>(RS)<br>Forrest Tucker<br>Peter Cushing | **Chicago Confidential**<br>Brian Keith<br>Beverly Garland<br>**Gunsight Ridge**<br>Joel McCrea<br>Mark Stevens<br>Joan Weldon<br>**Enemy From Space**<br>Brian Donlevy<br>**The Careless Years**<br>Dean Stockwell<br>Natalie Trundy<br>**Street Of Sinners**<br>Geo. Montgomery<br>Geraldine Brooks<br>**Satchmo, The Great**<br>Louis Armstrong<br>**Time Limit**<br>Richard Widmark<br>Richard Basehart<br>**Hell Bound**<br>John Russell<br>June Blair<br>**The Girl In Black Stockings**<br>Lex Barker<br>Anne Bancroft | **Joe Dakota**<br>(C)<br>Jock Mahoney<br>Luana Patten<br>**The Land Unknown**<br>(CS)<br>Jock Mahoney,<br>Shawn Smith<br>**Jet Pilot**<br>(TC)<br>John Wayne,<br>Janet Leigh<br>**Quantez**<br>(EC-CS)<br>Fred MacMurray<br>Dorothy Malone<br>**The Unholy Wife**<br>(TC)<br>Diana Dors<br>Rod Steiger<br>**Escapade In Japan**<br>(TC-TE)<br>Teresa Wright<br>Cameron Mitchell<br>**Slaughter On Tenth Avenue**<br>Richard Egan<br>Jan Sterling<br>Dan Duryea<br>**Slim Carter**<br>(C)<br>Jock Mahoney<br>Tim Hovey<br>Julie Adams | **The Pajoma Game**<br>(C)<br>Doris Day<br>John Raitt<br>Carol Haney<br>**Black Patch**<br>George Montgomery<br>Diane Brewster<br>**Johnny Trouble**<br>Ethel Barrymore<br>Cecil Kellaway<br>Stuart Whitman<br>**The Helen Morgan Story**<br>(CS)<br>Ann Blyth<br>Paul Newman<br>Richard Carlson<br>**Black Scorpion**<br>Richard Denning<br>Mara Corday<br>**The Story Of Mankind**<br>All-Star Cast<br>**Woman In A Dressing Gown**<br>Yvonne Mitchell<br>Anthony Quayle<br>**Bombers B-52**<br>(WC-CS)<br>Karl Malden<br>Natalie Wood | **Reform School Girl**<br>Gloria Castillo<br>(American Int.)<br>**Rock Around The World**<br>Tommy Steele<br>(American Int.)<br>**The Amazing Colossal Man**<br>Glenn Langan<br>Cathy Downs<br>(American Int.)<br>**The Cat Girl**<br>Lynn Tracey<br>Barbara Shelley<br>(American Int.)<br>**Perri**<br>(TC)<br>(Disney)<br>(Buena Vista) |

**SYMBOLS USED ABOVE:** CS—CinemaScope, C—Color, RE—Reissue, TC—Technicolor, VV—VistaVision- Name of country, other than U.S.A., indicates import.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THE GREAT SOUTHWEST!

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# EXHIBITOR

OCTOBER 23, 1957 VOLUME 58 NUMBER 26

IN TWO SECTIONS • THIS IS SECTION ONE

## *All Knock And No Boost*

*editorial*

## Vogel Wins Proxy Fight

*(page 6)*

## Toll-TV Test Rules Set

*(page 7)*

**AND FEATURING: THE SERVISECTION**

**Max Youngstein, UA vice-president, has been elected president of the company's new subsidiaries, United Artists Record Corporation and United Artists Music Corporation.**

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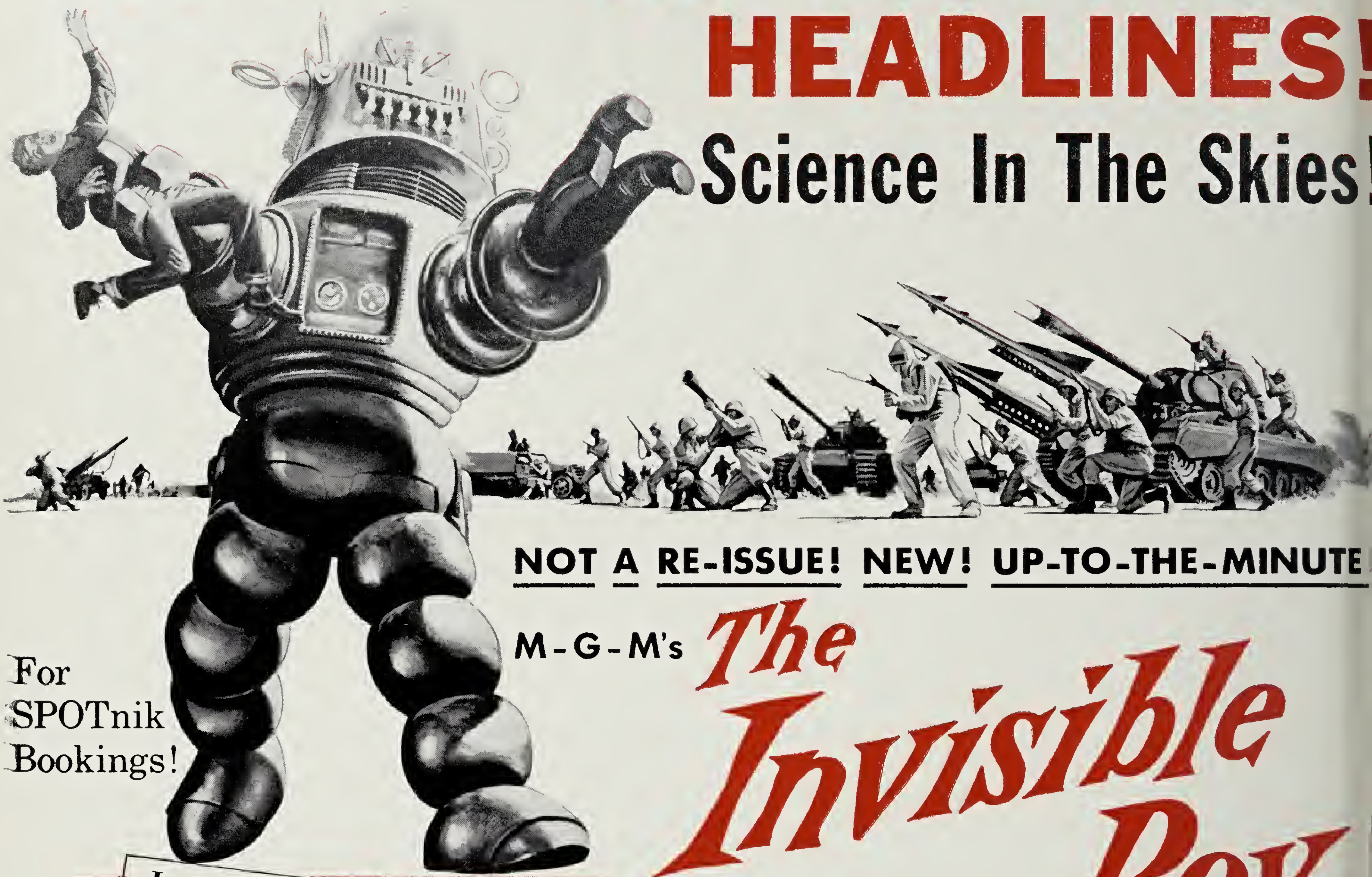

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MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

OCTOBER 23, 1957
VOLUME 58 NUMBER 26

## ALL KNOCK AND NO BOOST

A RECENT ITEM in Variety quoted "an independent distributor in New York" as having said: *"If the Catholic Church is so eager for 'good' films, why doesn't it boost them when they do come along? Being negative alone doesn't help solve a problem."* We agree! And, at the risk of being harpooned as an infidel, we might even add that there is certain evidence existent that might lead one to believe that the good Church is not just "negative," but is openly hostile to the motion picture industry. If not the Church as a whole, at least certain men, both clergy and laity, who speak and do for it.

Now, we realize this is not a proposal that should be made lightly, or from superficial evidence. In actual fact, we make no claims. But we would like to bring into the open certain happenings that we have observed, and that others may also have observed, that seem to indicate unfriendliness. If there is an explanation, or an answer from any qualified source, we will be happy to give it equal space and attention. Please believe there is no bigotry here; but there is a great deal of loyalty to an industry that has done a great job for the U.S.A., and that we feel may not be receiving the fair play that it is entitled to, or that Americans generally expect.

### 1. A Religious Picture

Let's look first at the picture "MARCELINO," that prompted the Variety item. Here is a very simple little legend, centuries old, that treats with great reverence, simplicity, and good taste the whole-souled faith in God of a small boy. Critical reports, both clerical and lay, have referred to it as a "best" picture of the year; and the advertising we have seen to date has certainly been dignified and in good taste. From what we hear, literally thousands of the clergy have attended screenings, and have praised it to the skies. But, with the exception of a few bishops here or there, "MARCELINO" has been left to fight its own way against more sensational and less gifted entertainment, without benefit of any help of any kind from the Catholic Church.

### 2. New "A's" and Old "C's"

Next, let's look at the Legion of Decency classification listings, as carried regularly in most Catholic newspapers. On recent file we have some that list as many as 70 or 80 "C" (condemned) pictures, with some of the latter having been so classified by the Legion 10, 15, and even 20 years ago. The most recent official Legion release (Oct. 3, 1957) lists 85, *including such "oldies"* as "ECSTASY" (1936-37), "NO GREATER SIN" (1940-41), and "SKID ROW" (1942-43). And just to keep the record straight, we are including herewith an exact breakdown of the season's pictures represented, as taken from the Legion's own records. But in this same listing and official release, the "A-I" (unobjectionable for all), "A-II" (unobjectionable for adults), and "B" (objectionable in part for all) pictures are *only the current crop* as distributed during the past film season. Pinpointed analysis of the completely unobjectionable A-I list for example, shows that no picture listed predates an October, 1956, release. All are either the just past or the current film season's pictures.

As a result, with the objectionable "C's" being accumulated for years to a static 85 that are preponderantly foreign, and with the non-objectionable and mostly domestic "A-I's" a similar numbered 88 rotating year by year, the casual observer without professional background must conclude that a great proportion of our industry's product is immoral and condemned. More simply, it could be said that lists purporting to separate current pictures, or at least pictures released during the same year or years, have added numerous old pictures in the most derogatory class, so that results are "slanted" against us. Ask about this and you'll be told that the bad "C's" are listed because they continue to crop up in sensational grind theatres and in certain types of drive-ins. But the fact that the good "A's" or the gray "B's" also continue to crop up as reissues, in many many more family-type theatre outlets, seems to have no merit.

Analysis of current "C" (condemned) pictures as listed in the LEGION OF DECENCY classifications:

| Date of Release | No. of Pictures |
|---|---|
| 1936-37 | 2 |
| 1940-41 | 1 |
| 1942-43 | 1 |
| 1946-47 | 2 |
| 1947-48 | 1 |
| 1948-49 | 7 |
| 1949-50 | 7 |
| 1950-51 | 10 |
| 1951-52 | 13 |
| 1952-53 | 3 |
| 1953-54 | 8 |
| 1954-55 | 8 |
| 1955-56 | 8 |
| 1956-57 | 14 |
| TOTAL LISTED | 85 |
| Produced in U.S.A. | 13 |
| Produced elsewhere | 72 |

### 3. Foreigns Posed As Domestics

Next, let's look at another policy of the highly respected Legion. Even a superficial examination of the bad "C's" will prove that they are preponderantly foreign in origin, although the parenthesis reference to the particular foreign country follows only some. Again put yourself in the place of the casual and uninformed observer, and you would naturally suppose that those not showing a foreign origin must be domestic. In the current 85 "C's" only 13, or about 15 per cent, were in fact produced in the U.S.A.; and only four of this 13 were in fact produced or distributed by one of the major national U.S. film companies. The Legion of Decency lists 56 as being of foreign origin. But there are 16 more foreign pictures which are not so designated.

Ask about this conscious or unconscious misrepresentation and you'll be told that, aside from possible error, pictures with foreign language sound tracks, with or without English subtitles, are identified by country of origin; but pictures into which English dialogue has been "dubbed," regardless of country of origin, are not so identified. So, for some odd reason not explained, references to nationality on Legion lists relate to the sound track and not to the motion picture.

### 4. A "B" is inoffensive on TV

And, finally, let's look at the Church's attitude toward "B" (objectionable in part for all) pictures in theatres, where a maximum of 300 prints would limit their being seen in more than 300 theatres on any peak day, as compared to those same "B" pictures when shown free on TV, where there is a claimed maximum of 30,000,000 individual sets. TV, showing all kinds of motion pictures, is more than 12 years old, and now for the first time we hear that it may receive some kind of Legion surveillance. During those 12 years, "C" pictures have been shown on occasion, and "B" pictures have become commonplace. And during those same 12 years, theatres, with their limited audiences, have been castigated for showing "B's", while TV, with its unlimited audiences, has been coddled.

Even now, and as a current example, we have before us the editorial page of The East Kansas Register (Catholic) dated October 4, 1957, on which the editor warns his readers that "B" pictures should not be patronized out of loyalty to the suggestion, attributed to the recent Papal encyclical, that a ticket purchased is a "ballot" of acceptance. On the same page, and immediately alongside these strong views, was a listing of motion pictures being shown on TV in the Kansas City area during the coming week of which no less than four were "B's"—and for free. But in this editorial there was not one word about the objectionable nature of the "B's" for which you don't buy tickets.

### 5. Conclusion

This is our case.

We have heard a great deal about the Catholic International Film Congress held recently in Cuba, and one of its delegates forecast that there would be official Catholic support given to good movies that would match Catholic censorship of the bad. We noticed a similar advocation in the recent Papal encyclical. But nothing on this score has taken place, and there are no signs we can see that promise it.

From where we sit, most influence of the Catholic Church seems to be directed at, and not with, the motion picture business. Sort of a policy of all "knock" and no "boost."

And we think we have the right to propose such a view, for while an active theatre owner ourselves, we have never played a "C" picture.

## THE GREAT "NYET" MEETING

THE HIGHLY TOUTED MEETING, called by the Department of Justice anti-trust division, and to which some 70-odd executives of production, distribution, and exhibition traveled as many as 3,000 miles to attend, seems to have fizzled out like a faulty firecracker. This was the star chamber conference at which the industry's "brass" was supposed to advise and to consult with the department's specialists on the matter of *permitting the former producer-owned theatre circuits to launch producion activities,* and just possibly on the matter of *permitting the producers to re-acquire showcase theatres.* In fact, it was so star chamber and hush-hush that the industry's trade press, that would normally serve as contact and informant for the "little fellows," in production, distribution, and exhibition, who couldn't afford the 3000 mile (or shorter) trip, was not invited. Apparently some form of second-class citizenship, that would be completely dependent on, but without any voice in, the Great White Fathers' decisions, was shared by these "little fellows" and the trade press.

So down to Washington and into the meeting room lumbered whole entourages of lawyers, officers, observers, and brief case carriers, for a score or more companies and organizations. And two hours later they lumbered out again. In response to subsequent direct questions, the Department of Justice specialists inferred that *the former producer-owned theatre circuits wanted to launch production activities,* and if this should be permitted *the existing producers wanted to re-acquire showcase theatres.* This was the very subject of the conclave announced many weeks before. Was this news?

Trade observers feel that the time, expense, and slight to both the trade press and the "little fellows" could have been saved by sending a mimeographed questionnaire form to the same score or more of companies and organizations.

Trade observers also wonder whether there may not have been some Russian infiltration of the proceedings. Certainly, with so many people to be heard in a two hour period, many of the statements must have been as thought provoking and verbose as a Russian delegate's "NYET!"

## RANDOM SHOT

- FOR THE PEOPLE who so freely clobber "movie business" for everything that happens where motion picture film is involved, there should be a lesson of some kind in a recent Memphis scandal. It seems that James H. Bobo, the former chief counsel of the Kefauver subcommittee on juvenile delinquency, has admitted showing sex movies at several recent parties, the most notable being a fraternity "rush party" in a downtown hotel. "Rush parties," as we understand them, are normally given for the incoming students who are usually in the 17, 18, and 19-year-old bracket. Still kind of "juvenile," wouldn't you think? Equally shocking is the admission that the stag reels came from some that were used as evidence or exhibits during the Kefauver hearings.

Of greatest interest to us is the fact that Mr. Bobo seems to have no connection of any kind with movie business or theatres. Since the Kefauver committee became inactive he has been serving as executive assistant to the Mayor of Memphis. Of course, he has now resigned. That's nice!

*Jay Emanuel*

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# BROADWAY GROSSES

(As of this Monday)

## "Les Girls" on Top Again

NEW YORK—MGM's "Les Girls" maintained the status quo last weekend and at Radio City Music Hall remained the only Broadway first run reported doing above average business. At the Paramount Warners' "The James Dean Story" was added as a replacement for a horror stage show in conjunction with Warners' "The Black Scorpion."

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"THE BLACK SCORPION"** (Warners); **"THE JAMES DEAN STORY"** (Warners). Paramount ($47,654)*—With the second week of the former, and first week for the latter, $20,000 was claimed.

**"MY MAN GODFREY"** (U-I). Roxy ($81,398)—Friday, Saturday and Sunday was reported at $28,300, with the second week sure to hit $45,000. Usual stage show.

**"LES GIRLS"** (MGM). Radio City Music Hall ($146,192)—Thursday through Sunday accounted for $104,000, with the third week bound to top $157,000. Usual stage show.

**"THE JOKER IS WILD"** (Paramount). Capitol ($39,813)—Fourth week heading toward $37,000.

**"THE HELEN MORGAN STORY"** (Warners). Astor ($24,578)—Third week dropped to $14,500.

**"THREE FACES OF EVE"** (20th-Fox). Victoria ($21,930)—Last six days of the fourth week down to $9,000.

**"MR. ROCK AND ROLL"** (Paramount). Loew's State ($18,644)—First, and only, week announced as $17,000.

**"JET PILOT"** (U-I). Palace—Third week estimated at $17,500.

**Figures in parentheses represent 1956 weekly averages as reported in MOTION PICTURE EXHIBITOR.*

## "Oscar" Night Is March 26

HOLLYWOOD—At a meeting last fortnight of a new committee formed to coordinate all Academy of Motion Picture Arts and Sciences and industry sponsored activities, the date of the industry's 30th "Oscar" presentation was set for March 26, 1958.

This committee comprises chairman Fred L. Metzler; Valentine Davies, representing the Academy; Jerry Pickman and Roger Lewis, representing the MPAA; and Daniel Taradash and Jerry Wald, representing the independent producers and other participants in industry sponsorship.

Academy president George Seaton and John West, National Broadcasting Company vice-president, also attended the meeting. NBC will broadcast and telecast the first motion picture industry sponsored Awards show.

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(Yellow Check-Up)

# Drastic Cuts In Ad-Publicity Staff Mark Warners' "Streamlining" Effort

NEW YORK—In what Jack L. Warner, president, Warner Brothers, announced last fortnight as "a streamlining of every phase of global operations," drastic cuts were made in the film company's advertising-publicity staff.

Over 45 employees both here and on the west coast are affected, including practically all of the art department.

Included among those who received notices were Ken Aneser, in charge of production; Ed Weisberg, his assistant; Sid Rechetnik, trade contact; Irv Windisch, newspaper contact; Jack Tirman, column contact; Sid White, radio-television contact; Leo Wilder magazine contact; Larry Margolis, still man; Jerry Mendelwitz, copy writer; Vernon Goldsmith and Wall Shapiro, press-books; Bob Boehnel, special events; Phil Goehelf, field man; Bud Kornheiser, head, art department; and Bill Gold, in charge of art for accessories. Some had been with the company for over 30 years.

Aneser and the members of the art department received 60 day notices; and the others two weeks in keeping with Guild contract provisions. It was understood that all will receive double severance pay.

Vice-president Robert S. Taplinger stated, "Future advertising campaigns may be handled by advertising agencies to be announced shortly." Remaining with Taplinger will be his two aides, Meyer Hutner and Charles Cohen.

There is a possibility that the advertising base will be transferred to the coast, where the studio department is headed by Bill Hendricks. Gilbert Golden, advertising manager, and his assistant, Dick Lederer, will remain with the company.

The Screen Publicists Guild later held a mass meeting in front of Warners home office to protest the dismissals. A spokesman said that the guild was endeavoring to arrange a conciliation meeting with company executives, but that if these attempts failed, the matter would be brought to the attention of the national officers of the AFL-CIO.

## "Telemovies Week" Observed

BARTLESVILLE, OKLA.—Mayor W. A. Hensley last fortnight proclaimed Oct. 21-26 "Telemovies Festival Week" in honor of the "pioneering test which has brought nationwide publicity to Bartlesville for what may prove to be a historic development in the motion picture industry."

## ABC Elects New V-P

NEW YORK—Stephen C. Riddleberger was last fortnight elected vice-president and comptroller, ABC division of American Broadcasting-Paramount Theatres, and assistant treasurer of AB-PT.

He was formerly administrative vice-president of the ABC Radio Network, Inc.

# The NEW YORK Scene

### By Mel Konecoff

THE VARIETY CLUB of New York last week announced the adoption of a new Heart project with the formation of the Cancer Control Research Foundation of the Variety Club of N. Y., Inc. The principal objective is to support the Institute of Applied Biology located at 161 East 90th Street, New York City, together with the research and clinical work of Dr. Emanuel Revici in the field of cancer control.

The affiliation will see the project known as the Variety Medical Center which will include the research laboratory, the clinic, and the use of facilities at the Trafalgar Hospital.

Close to two hundred members and wives assembled in the North Ballroom of the Sheraton Astor, and they heard Irving Dollinger describe the search for the project, the discovery of Dr. Revici, and conversations with a number of patients who were given up for lost but who pulled through with the cancer cured or arrested after sessions with the doctor. They heard Jack Levin announce a goal of $100,000 to be raised to carry through on the project, and they heard him pay tribute to the superhuman efforts put in by other committeemen such as Charles Okun, Dave Picker, Ira Meinhardt, Charles Smakwitz, and Wilford Bower.

Meinhardt announced the formal adoption, after which Dr. Revici addressed the gathering and thanked them for their confidence and support. He opined that "We can now look at cancer with more than mere hope." He expects to make a presentation to the medical profession on the subject of his specialized treatment on Nov. 14.

Chief barker Harold Klein presided, while aboard the dais were Ed Lachman, Sol Strausberg, Ed Fabian, Richard Brandt, Julius Joelson, Georgie Price, Walter Reade, Jr., Ned Depinet, Dick Walsh, William J. German, Arthur Krim, Leopold Friedman, Eugene Picker, Fannie Holzman, Sam Rinzler, Max A. Cohen, Jack Cunliff, Larry Morris, Ralph Pries, T. C. Jones, etc. Edward Mulhare and Diana Dors extended greetings from London and an invite to attend the Variety Convention there next year. Red Buttons entertained with some gags.

**THE METROPOLITAN SCENE: A society ball has been planned for the St. Regis Roof on Nov. 7 for the benefit of the Will Rogers Memorial Hospital. . . . The premiere of "Pal Joey" at the Capitol on Oct. 25 will be held for the benefit of the Lila Motley Radiation Pavilion. . . . Rank has prepared a novel pressbook on its forthcoming "Pursuit of the Graf Spee," which consists of a four-page hard cover kit with two inside pockets with all necessary material. It's well done. . . . The Color Association is coming out with "Morningstar Blue" to tie in with the film. . . . Want to get into the movies? Go to City College where its Institute of Film Technique is offering screen tests to all undergraduates interested in film-making. Those showing talent will get parts in forthcoming school productions. . . . Producer Harold Robbins would up shooting on "Never Love A Stranger" here for Allied Artists release.**

# Vogel Victor In Loew's Proxy Fight

## Stockholders Okay Plan To Enlarge Board To 19; Tomlinson Forces Elect Briskin; Protest Planned

NEW YORK—Joseph R. Vogel, president, Loew's, Inc., last fortnight warded off an insurgent group's attempts to gain control of the film company at a stockholders meeting held at Loew's State Theatre that climaxed one of the bitterest corporate battles in motion picture industry history.

Stockholders voted by a margin of about seven to one to enlarge the board of directors from 13 to 19 seats and elected nine new directors from a management slate and one from the opposition.

The election gives Vogel a 13 to six majority. He had controlled only four seats on the board against five for the opposition since last summer when four directors resigned.

The special stockholders' meeting resulted from a series of suits started by the opposition leader, Joseph Tomlinson, Canadian contractor, who claims to own 187,000 shares of Loew's stock.

In addressing the meeting, Tomlinson asserted that Vogel had not reorganized the board as promised; that he was "beholden" to board members with whom he had worked in the industry for 30 years; that the company was losing $1,000,000 a month; and that the next quarterly dividend "will go out the window."

Vogel replied that "given a chance there was no reason Loew's shouldn't make money again and be back on top." He said that "we've eliminated all the men who have not been successful in picture production and we are getting men at the studios and in television affiliates who have been successful."

Tomlinson claimed that he had never started the proxy fight, but that it had been provoked by Vogel's refusal to run the corporation in "democratic fashion." He disavowed any desire to take over any company job or wrest control, and said that the corporation is suffering from "the most overpaid executives in the industry" and that Vogel's management lacked the independence needed for reorganization and rehabilitation of the company. He said that when the management charges "harassment" it merely discloses its refusal to answer pertinent questions from directors and stockholders.

Vogel replied that the company has been suffering from a continuous campaign of obstruction and that the perpetrators ignored his removal of three men from key spots, economies achieved in the studios, and the efforts to exploit the big film backlog on television.

Louis Nizer, the company's attorney, charged that the opposition group had, from the start, concealed its true aims—removal of Vogel and his associates—and their replacement by its own nominees. He charged them with conducting a "campaign of harassment and conspiracy" intended to "wear out" the management so that it would quit.

The management slate to fill board vacancies included General Omar N. Bradley, chairman, Bulova Research and Development Laboratories; Francis W. Hatch, vice-president, Batten, Barton, Durstine and Osborn; Benjamin Melniker, Loew's vice president and general counsel; and Robert H. O'Brien, Loew's financial vice president.

Candidates to expand the board were Bennett Cerf, president, Random House; J. Howard McGrath, former U. S. Attorney General; Ellsworth C. Albord, Washington attorney; Charles H. Silver, president, New York City Board of Education; and Charles Brunstein, New York diamond importer.

The sole consolation of the Tomlinson faction was their ability to elect Samuel J. Briskin to the board as the 10th new member by virtue of the cumulative voting system in effect at Loew's meetings and even this victory is being challenged.

Vogel and Loew's special counsel, former Judge Simon Rifkind, questioned the legality of the proxies voted for Briskin, and his right to take a seat on the board is subject to the outcome of this challenge.

It was announced by Vogel that Benjamin Thau, head, MGM studio, had withdrawn as a nominee to the board of directors. Should the election of Briskin be subsequently invalidated, management will propose another nominee in place of Thau.

The MGM studio executive withdrew because his west coast location created problems of distance.

## Langer Will Sponsor Anti-Toll-TV Measure

**WASHINGTON — Senator Langer, R., N. D., announced last fortnight that he would sponsor legislation in January to outlaw subscription television.**

**In joining the growing group of lawmakers indicating opposition to toll-TV, he argued that toll-TV would deprive millions of people of the right to free viewing of such programs as the World Series, other athletic events, musicals, and other entertainment; and that there was no guarantee that moderate monthly costs would be held down by TV promoters.**

## Lee Goldenson, 80, Dies

HOLLYWOOD—Lee Goldenson, 80, a leading merchant in Scottsdale, Pa., where he owned and operated two motion picture theatres, died here last fortnight in Cedars of Lebanon Hospital after a long illness.

He is survived by his widow, two daughters, and a son, Leonard H. Goldenson, president, AB-PT.

## Warners Plans Expansion Of TV Film Production

**NEW YORK—Jack L. Warner, president, Warner Brothers, announced last week that the company plans to increase its output of television films to the point where five or more hours of TV films will be offered weekly by June 1. At present two and a half hours is being programmed.**

**Warner said, "The possibilities for television motion pictures are limitless and Warner Brothers is prepared to meet their maximum potential."**

**He said the studios $1,000,000 television operations building will be completed within 90 days to provide physical facilities for the expanded program.**

## UA Negotiates Loans With Three Circuits

NEW YORK—Robert S. Benjamin, chairman of the board, United Artists Corporation, announced last week that the company has negotiated loans to the extent of $3,500,000 with three major theatre circuits—Loew's Theatres, RKO Theatres, and American Broadcasting-Paramount Theatres.

The funds will be applied to United Artists' new program of top quality feature production.

In a statement concurrent with the announcement of the loan, Benjamin declared, "This financing arrangement marks a new and fruitful liaison between the exhibition and production-distribution branches of the industry. Through cooperation of this kind we can establish a healthier foundation for the future success and growth of the entire film business."

Last month United Artists reported record net earnings of $1,196,000 for the first half of 1957. The gross for the period was $32,498,000, compared with $27,342,000 for the first half of 1956.

## LA Okays Toll-TV Bids

LOS ANGELES—City Council last week voted to accept the three pay TV franchise bids submitted by International Telemeter-Fox West Coast Theatres, Skiatron TV, and Harriscope, Inc., on Sept. 30.

The identical bids call for a 21-year franchise, with two per cent of each firm's annual gross going to the city. There is an option that the city may request free time for its own programming, in which event payments drop to one per cent. All three will have to post a $100,000 performance bond, which remains in effect during the term of the franchise, in order to protect the city against any financial loss.

## Embassy to Release "Attila"

NEW YORK—The Technicolor motion picture spectacle, "Attila The Hun", starring Anthony Quinn and Sophia Loren, will be released in the United States shortly as a result of an agreement reached by Joseph E. Levine, president of Embassy Pictures, and Seymour Poe, representing Lux Films. Levine signed a contract which provided for his purchase of full distribution rights covering all of continental United States and will begin immediate preparation for national release.

## Michel Honored

NEW YORK—W. C. Michel, executive vice-president of 20th-Fox, was presented last week with a citation from the United Epilepsy Association for his work in behalf of the organization. The film company executive is chairman of the fund raising drive for the motion picture industry.

## Some Birthday Party

NEW YORK — Considerable interest was manifested last fortnight in a stunt used in all theatres in the country playing "Around The World In 80 Days" by drawings held to pick two guests from each house for Michael Todd's "Around The World" birthday party at Madison Square Garden, New York City, with all expenses paid.

## AA Sustains Loss; Sees Earnings' Rise

HOLLYWOOD—Steve Broidy, president, Allied Artists Pictures Corporation, reported last fortnight in the company's annual report for the fiscal year ended June 29, 1957, that the company sustained a loss of $1,783,910.

The loss was after a credit of $675,000 representing Federal income taxes for prior years recoverable under the loss carryback feature of the Federal Tax Law. This compares with a 1956 profit of $371,875, after income taxes of $430,000, the report stated.

"During the current 1957-58 fiscal year we plan to carry forward with our program of pictures carefully budgeted to meet conditions of the market," Broidy said. "With the losses and write-offs of 1957 behind us, we believe that the current fiscal year will show much better results.

"Total gross income amounted to $18,138,000 as compared with $16,977,000 in 1956. Our domestic and Canadian film rental income in 1957 total $13,822,000 as compared with $13,854,000 in 1956; and foreign film rentals were $3,980,000 in 1957 as against $2,946,000 in 1956.

"As of June 29, 1957, our current and working assets exceeded current liabilities by $4,027,000. Bank loans amounted to $3,577,000.

"Inventories declined to $6,615,000 from $9,219,000 one year earlier, reflecting release and substantial amortization of higher budget pictures. As of June 29, 1957, we had a backlog of 14 pictures awaiting release."

### Directors Named

HOLLYWOOD—It was learned last fortnight that Allied Artists would nominate for the AA board at the Nov. 13 annual stockholders' meeting Sherrill Corwin, head, Corwin Theatres Corporation, and Paul Porzelt, partner in Emanuel, Deetjen, and Company, investment bankers.

They will succeed Harold J. Mirisch, who resigned during the year, and Howard W. Stubbins, former west coast franchise holder, who died last March 31.

Those to be renominated are W. Ray Johnston, S. Broidy, George D. Burrows, G. Ralph Branton, Edward Morey, Norton V. Ritchey, and Herman Rifkin.

It was reported that officers and directors of AA in the last fiscal year received aggregate remuneration of $477,065.

### Stars Aid Sunday Cause

HANOVER, PA.—Six 20th-Fox personalities, Montgomery Clift, Dean Martin, Lauren Bacall, Tommy Sands, Dick Powell and Mitzi Gaynor, have tape recorded radio broadcasts asking citizens of Hanover, Pa., to vote in favor of Sunday movies in that city. A local option law was recently passed, banning such showings.

Theatre operators are campaigning against the law which cuts motion picture going at one of the key points in the week. Fox was asked to aid the cause by the Goldman The-

### Smith Expands In Florida

MIAMI, FLA.—Smith Management Company, Boston, continued their expansion in Florida last fortnight by consummating a long term lease for the 1200 car Le Jeune Drive-In here.

Berk and Krumgold, theatre realty specialists of New York, acted as the brokers. They recently leased to the Smith interests the Carefree, Surf and Colony, Palm Beach.

# Justice Department Mulls Petition Of National Theatres To Make Pix

WASHINGTON—Over 70 industryites attended last fortnight's conference called by the Justice Department on the divorced circuit production question.

Judge Victor R. Hansen, chief of the Antitrust Division, summarized the meeting by saying, "It was a helpful, informal conference and there was a full expression of views. The Department of Justice will make a study of the views expressed." He emphasized that there was sharp difference of opinion on the basic question: Is there a shortage of product?

Maurice Silverman, the Department's specialist on motion pictures in their relationship to the antitrust laws, said the arguments for and against circuit production would be correlated, and a study made. He said the meeting had been called for the purpose of discussing whether divorced circuits should be permitted to produce and that the discussions were related to that point.

The central theme of the meeting was the circuit's plea for producing rights and the resistance of producing companies to any change in the decree via interpretation. It was an application by National Theatres for D. of J. permission to make films that started plans for the conference. The Department has taken National's petition under consideration.

*Editor's Note: See editorial, "The Great 'Nyet' Meeting."*

### Reade Buys Property, Plans Baronet Facelift

**NEW YORK—Walter Reade, Inc., last fortnight announced the purchase of a parcel of property immediately north of the Baronet Theatre at 997 Third Avenue between 59th Street and 60th Street.**

**Walter Reade commenced operation of the Baronet approximately three years ago and the acquisition of the additional footage adjoining the Baronet is a long sought step for the Reade organization. Plans are now being drawn to create the most luxurious theatre in New York on the combined site. The architectural firm of John McNamara is currently completing design drafts and construction is scheduled to begin in 1958.**

## Brentlinger Named UA Dallas Manager

NEW YORK—Russell L. Brentlinger has been appointed United Artists branch manager in Dallas, it was announced last week by James R. Velde, general sales manager.

BRENTLINGER

Brentlinger was serving as a salesman with UA's Indianapolis branch. He replaces James Clemens, resigned.

As Dallas manager, Brentlinger will work under the supervision of eastern and southern division manager Milton E. Cohen and southern district manager George Pabst.

Brentlinger entered the industry as a salesman with Metro-Goldwyn-Mayer in Chicago. He later joined RKO in Indianapolis, where he served as branch manager for 12 years. Early this year he became affiliated with UA's Indianapolis sales staff.

DEPARTMENT OF ILLUSTRATION

**Joseph Gould, second from right, United Artists advertising manager, recently awarded the first scholarships of $500 each to John Annus, right, and Walter Baczynsky, second from left, students at Pratt Institute, Brooklyn, N. Y. as Dr. Robert F. Oxman, president of the Institute, looked on. The awards are part of UA's educational program to foster new talent and concepts in film advertising art.**

### Toll-TV Test Rules Set

WASHINGTON—The Federal Communications Commission last week announced that it is ready to receive applications for toll TV experiments under a set of strict rules it had just approved.

The three-year trials are open to the five subscription systems which have already asked FCC authorization and to any others that may apply. However, no method may be tried out in more than three cities, and each city must have at least four first class commercial television outlets. It was made clear that no application would be acted on before March, and it has been indicated that Congressional action may block such action before then.

Under the rules, more than one system may be tried in a city and more than one station may take part, while more than one method may be tested by a station. Charges and conditions of service must be uniform to all subscribers. Stations will be required to broadcast a minimum of 48 hours of free programs each week. Toll TV applicants wishing to include commercials in pay programs must file a statement to that effect.

### Lawyer Ban Upheld

WASHINGTON—The Supreme Court last fortnight denied a writ of certiorari sought by attorney Arnold Malkan, thus sustaining a decision of the Second Circuit Court of Appeals that Malkan should be disqualified from acting as attorney for two New York drive-in owners, Harmar Drive-In Theatre, Inc., and Colonial Drive-In Theatre, Inc., in anti-trust suits brought by them against the majo distributors.

Malkan was formerly employed by law firms who represented the distributors in many different anti-trust cases.

# Carolina Exhibs Back Production Code, Urge Orderly Release Flow

ASHEVILLE, N. C. — Harold Armistead, Easley, S. C., last fortnight was elected president, Theatre Owners Association of North and South Carolina, at its convention at the Grove Park Inn here. He succeeds Howard McNally, who becomes chairman of the board.

Frank Beddington, Charlotte, and Sam Irvin, Asheville, were elected vice-presidents; and Mrs. Lucille E. Price was retained as executive secretary and treasurer.

Newcomers to the board are Charles Burgin and R. T. Albrecht, and Albert Sottile was made an honorary member of the board.

The convention voted that MPAA be requested to make an analysis of picture releases so that forthcoming product will conform both to the spirit and the letter of the Production Code with particular reference to brutality, sex, vulgarity, obscenity, and profanity and material which tends to incite hatred among people of different races. It was also urged that producers make all possible future product in color.

A resolution was passed urging producers and motion picture personalities to restrict television appearances of stars under contract in view of adverse effect on drawing power at the box-office.

Another resolution requested film companies to put into effect orderly release of diversified pictures with sufficient prints so that theatres may have playable product on a 52 weeks a year basis. Universal and 20th-Fox were commended for having announced such intentions.

In an address before the convention, Ernest G. Stellings, Theatre Owners of America president, revealed that, immediately upon approval of the industry's national advertising and promotional plan by the boards of directors of his organization and the MPAA, the job of "raising funds from exhibition for its pro rata share of the entire campaign" will be started.

"The plan in itself entirely is one which meets the rigid requirements of exhibition and is one which will do the most good for our theatres on the basis that this will improve boxoffice receipts and will be helpful to the entire industry," he said. "Every exhibitor in this country should and will benefit from this campaign, and all should participate."

The TOA head stated it was the feeling that the production of pictures by the divorced circuits "will become an eventuality in the near future." He was one of TOA's representatives at the recent Department of Justice conference in Washington.

He said that "it is the plan of TOA to pointedly bring before all companies the fact that it is desirable to space out over a period of 12 months top films so that we can develop an orderly release of good product."

### Balaban Aids Nizer Dinner

NEW YORK—Barney Balaban, president, Paramount Pictures, last fortnight was named cochairman with Charles H. Silver, president, Board of Education of New York City, of the testimonial dinner in honor of industry attorney Louis Nizer, to be held Oct. 24 in the Hotel Sheraton-Astor. Proceeds will go toward the establishment of a memorial and scholarship fund at Yeshiva University in honor of Nizer's father, the late Joseph Nizer.

### "ESTHER COSTELLO"

**The Columbia film, "The Story of Esther Costello," deserves playing time in every theatre regardless of whether it makes money or not.**

**The theme is one that is based on human kindness. It is extraordinary and outspoken.**

**Joan Crawford and Rossano Brazzi acquit themselves admirably, while newcomer Heather Sears does an outstanding job and will be heard from in the not too distant future.**

**This is a screen drama of unquestioned merit. It is fascinating.**

**—J. E.**

## Sims New President, Tri-State MPTO Unit

MEMPHIS—Alton Sims, executive of Rawley United Theatres, Memphis, was elected president, MPTO of Arkansas, Mississippi, and Tennessee, at the group's 48th annual convention held here last fortnight.

Others named to office were Lloyd Royal, Royal Theatres, Meridian, Miss., secretary-treasurer; and the following vice-presidents, Doyle Branscom, Commonwealth Theatres, Harrison, Ark.; Bill Bruster, Dickson Theatre Company, Dickson, Tenn.; and Leon Rountree, Holly, Holly Springs, Miss.

At a luncheon hosted by Manley, Inc., in connection with the meet, Bill Williams, 20th-Fox branch manager, Dallas, discussed the future of the industry and told the group, "There is still gold in those hills, but you are going to have to dig for it."

He pointed out that his firm plans to produce 60 pictures next year, and in order to sell these wares will spend $8,000,000 for advertising. "You have to let the public know the big show is coming to town," he told the exhibitors. "Audiences suffer from inertia, you must pull them back into the movies."

### Poster Suit On Nov. 12

PHILADELPHIA—Nov. 12 was set last fortnight as the date for the Independent Poster Exchange vs National Screen Service jury trial for damages in U. S. District Court here.

BOX OFFICE
Around the World in 80 days

**Michael Todd, Jr., and musical comedy star Bonnie Murray recently used a bottle of champagne to launch this fully mobile boxoffice outside the Rivoli, New York. The boxoffice, one of seven specially constructed, toured the metropolitan area selling tickets for Michael Todd's "Around The World In 80 Days."**

## Indiana, Ohio Allied Share Exec Services

INDIANAPOLIS—At the convention here last fortnight of the Independent Theatre Owners of Indiana it was announced that executive secretary William A. Carroll had been named to a similar post by the Independent Theatre Owners of Ohio. He will retain headquarters here, from which he will serve both organizations, and also help coordinate activities of Allied members in West Virginia.

The group passed a resolution condemning the policy "of several producers-distributors in withholding from release completed productions except at periods which they mistakenly deem best suited for maximum grosses."

The decline in the use of color was also "condemned" since this is "the one big star not generally available on home television."

Universal and 20th-Fox were praised for "consistent year-around policy."

Divergent views were presented on cable theatres.

Stanley McIntosh, director of community relations for Motion Picture Association of America, and Charles Lord, president, Newspaper Advertising Executive Association, led panel discussions on trade problems.

The two-day meeting closed with the annual banquet in the Marrott Hotel.

### Lois Evans Heads WOMPI

MEMPHIS—The Association of Women of the Motion Picture Industry held its international convention here last fortnight.

It was decided not to have a national project at present, but methods of carrying out service programs of the 11 chapters were discussed in detail.

The 1958 meeting will be held in Denver.

Lois Evans, Film Transit, Memphis, was elected president. Other officers named were Mrs. Myrtle Parker, Paramount, Charlotte, vice-president; Mrs. Laura Kenny, United Artists, Jacksonville, recording secretary; Katherine Randle, United Artists, Memphis, corresponding secretary; Mrs. Anna Oliphint, Richards Center, Inc., New Orleans, treasurer; Mrs. Eileen Olovier, 20th-Fox, Washington, eastern regional director; and Mrs. Dorothy Pobst, United Artists, Des Moines, western regional director.

### JDA To Fete Brandt

NEW YORK—Harry Brandt, Brandt Theatres, will be the recipient of the third annual presentation of the motion picture industry's Human Relations Award, it was announced by Robert S. Benjamin of United Artists, 1957 JDA Motion Picture Division chairman. The presentation will be made at a testimonial luncheon Nov. 4, at the Sheraton-Astor Hotel, sponsored by the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

### Kassler Forms New Company

NEW YORK — Frank Kassler, formerly president of Continental Distributing, Inc., announces the launching of his new independent distribution company, Kassler Films, Inc., with offices at 1775 Broadway. The company's first release will be the French-language drama, "Razzia," starring Jean Gabin and Magali Noel.

Harold J. Salemson, Film Representations, Inc., has been engaged to handle publicity and supervise the exploitation and advertising campaigns on "Razzia," Kassler said.

# The International Scene . . . . .

## Canada

### ATA Convention Marks Retirement Of Prexy

TORONTO—Long-time president of the Alberta Theatres Association, A. W. Shackleford, Lethbridge, retired at the 14th annual meeting of the association. He was succeeded by Douglas Miller, Taber, former vice-president.

The meeting, attended by 75 members, heard a report from Shackleford. He spoke on the recent Telemeter demonstration in New York and gave his last summary as president of the organization.

Provincial Treasurer E. W. Inman spoke to the group on taxes and their application to the theatre business. The difficulties of censorship were discussed through questions and answers that followed an address by Colonel P. J. A. Fleming, chief film censor.

Abe Gotfried, newly-appointed MGM branch manager, Calgary, talked on his experiences in the Far East, where he was located before coming to Canada.

Other members of the executive group of ATA are Walter P. Wilson, Edmonton, honorary president; M. E. Jenkins, Calgary, first vice-president; William H. Wilson, Edmonton, second vice-president; Len Purnell, Red Deer, third vice-president; Matt Park, Calgary, secretary and treasurer; and Leroy J. Chown, Calgary, assistant secretary.

Directors named are D. A. Boyle, Fort Macleod; E. T. Lewis, High River; R. J. Micheltree, Calgary; F. H. Kershaw, Calgary; A. B. Staniland, Edmonton; Joe Godfrey, Picture Butte; D. C. Fox, Pincher Creek; K. M. Leach, Calgary; Dick Barron, Calgary; B. H. Wiber, Edmonton; George W. Annable, Stettler; and Park and Chown.

### Canadian Comment

Some pertinent comments on complaints of exhibitors about advertising plugs were made recently by Harold Whitehead, film critic, Montreal Gazette. He asked, "Why not use brand products on the screen?" Whitehead added, "The British understand these things better than we do. Their film producers think nothing at all of having their characters listen openly to the BBC, fly brazenly by BOAC or BEA, unblushingly down tots poured from bottles whose labels are easily read from the back of the theatre, and puff like steam engines on familiar makes of cigarets and cigars. Actually these should not be regarded as "plugs" but as realistic touches to make it easier for the audience to become absorbed in a picture, a very important thing at the boxoffice."

The Province of Quebec picked up $36,359,374 in taxes and duties for the 1956-57 fiscal year from motion picture theatres. This compared with $30,205,615 for the previous period, Finance Minister Gagnon reported. The expected deficit of $15,312,051 fell to $1,312,051 because of lower expenditures and higher revenues than expected. Amusements, presumably through the tax on tickets, brought $2,749,765. This take the previous year amounted to $2,271,828. The races brought $2,260,727.

### "Hunchback" Saturation Is Canadian Highpoint

**MONTREAL — Robert and Raymond Hakim's "The Hunchback of Notre Dame," which made Canadian exhibition history when it became the first picture to be given a saturation booking in that country, smashed box office records in all 20 theatres participating in the mass premiere engagement, Jack Bernstein, Canadian sales manager for Allied Artists, distributor of the film, reported last week.**

**"The picture will gross more than $100,000 at the box office during the first week of its premiere run," Bernstein predicted. The sales head based his predicted figure on the first four days' gross which was considerably higher in all theatres than the average.**

Central Film Shipping and Storage Company, under the management of George Altman, president and general manager, Mavety Film Delivery, Ltd., has been formed for servicing and warehousing theatrical, commercial, and industrial film. The company was formed in association with Mort Rashkis, Toronto, who became secretary and treasurer of the Mavety firm.

Production of motion pictures by private industry strengthened during 1956, according to a report by the Dominion Bureau of Statistics. Production figures jumped from $2,483,910 to $3,726,557 in 1956. Particularly indicative of the business being done by the industry was the fact the number of companies rose from 46 to 59, while number of employees rose from 445 to 1,127, and salaries and wages from $1,460,421 to $2,483,910.

CINE CHATTER: The National Film Board held a reception in Toronto to introduce new Film Commissioner Guy Roberge. . . . A one-day meeting with his division and district chiefs was held by Frank H. Fisher, vice-president and general manager, Odeon Theatres (Canada), Ltd. Attending the meeting in the Westbury Hotel were Arthur P. Bahen, eastern division manager; Lee J. April, Maritimes district manager; G. A. Sutherland, British Columbia district manager; and Steve McManus, Ontario district manager. . . . The 351-seat Strand, the only theatre in Mantiouwadge, Ont., has been opened by Premier Operating. Work is nearing completion on the company's 750-seat house, the first in Elliott Lake, Ont., and work is underway on another in Val d'Or, Que. . . . Thomas Daley, manager, University, Toronto, was named manager, Eglington, on the retirement of Marc Hirsch. The announcement made by Morris Stein, general manager, eastern division, Famous Players Canadian Corporation, cited Hirsch's service with the company since 1943, when he became manager. . . . The Famous Players headoffice in the Royal Bank Building, Toronto, operated with a skeleton staff when fire on an upper story knocked out the elevator system in the building. Employees who did work had to walk up 12 and 13 stories to reach their offices. . . . Al Troyer, dough guy, Variety Club of Toronto, and Clare Appel were not planning to stand for reelection this year. The other incumbent canvasmen were candidates. Also nominated to run as canvasmen were Spencer G. Evans, Paul Johnston, John Kurk, Gurston Rosenfeld, Leon Shelly, and Phil Stone. . . . J. Hoppe has opened his new Circle, Alix, Alta., as a replacement for his old 175-seat Alix. . . . Variety Heart Fund was richer by $902 as the result of a cheque from a bedding company . . . . John D. McCulloch, former president, Motion Picture Theatres Association of Ontario, has given up operation of the Iroquois, Petrolia. . . . James McCormick, formerly of Associated Screen News, Montreal, now is production manager, Chetwynd Films, Toronto.

—HARRY ALLEN, JR.

### Rank Plans 20 For '58

LONDON—The Rank Organization in 1958 will produce 20 motion pictures at a cost in excess of $14,000,000, John H. Davis, deputy chairman and managing director of the Rank Organization, declared at the motion picture industry party in London marking the 21st anniversary of the Pinewood studios.

"These will star our own artists who are growing in acceptability and their world reputation is consistently growing. In addition to this, our program will be supported by international stars both from Europe and the United States," Davis informed some 500 guests who attended the Rank Organization's anniversary party.

### "Satellite" For Early Release

NEW YORK—Warners' "Satellite in the Sky," the film story of a man-made satellite which anticipated current headlines, has been made available for nationwide playdates in answer to an unprecedented demand from exhibitors throughout the country.

J. Arthur Rank's Pinewood Studios in England recently celebrated a birthday with a party attended by over 500 guests, who toured the studio and saw special displays depicting every aspect of British film making. Seen above are Lord and Lady Rank, Mr. and Mrs. John Davis, and Bill Warrington.

# 20TH SHOWS UP WITH THE MONST

## ... backed with 20th's MO

*FREE*

### SHOCKER TEASER TRAILER

*(from 20th branch manager)*
Two weeks before opening!

### SPECIAL TRAILER TREATMENT

Dramatize showing of Production Trailer week-before-opening:

1. Close curtains and dim house lights
2. Play weird sound effects over house p. a. system *(free record available)*
3. Beam eerie green spotlights at stage as curtains part
4. Trailer goes on screen *(production trailer available from NSS)*

*9 FREE*

### CHILLER RADIO SPOTS

*(3 one-minute, 3 30-seconds, 3 20-seconds) all on one record (send to 20th for it!)*

### DRESS HOUSE STAFF MEMBERS

in white, and have a nurse in attendance. Have ambulance parked at theatre. Equip lobby with blood-pressure instruments, gadgets like respirators and oxygen tanks.

### SHOCK-RESISTANCE TEST

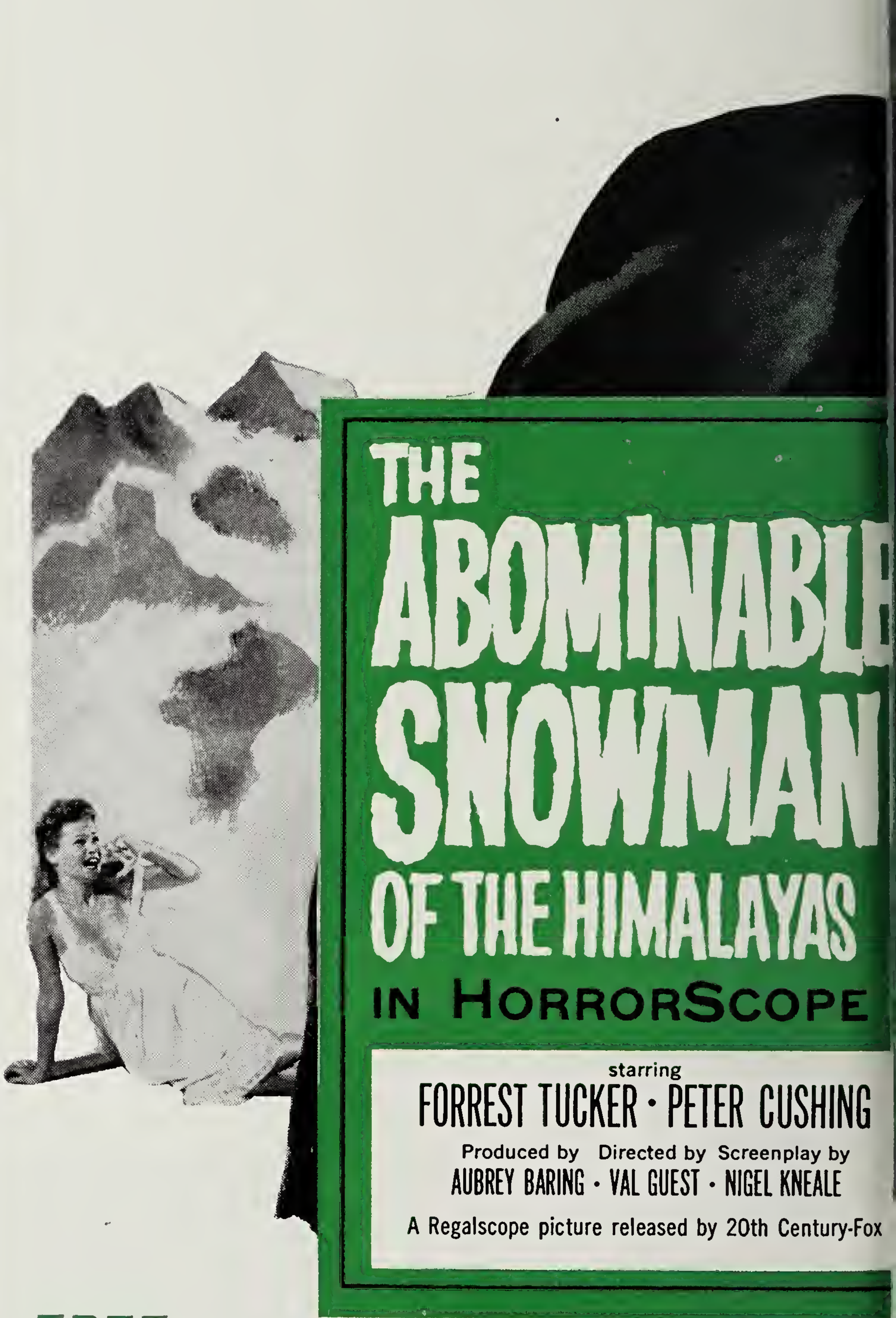
Register scare-endurance in lobby with a simple electrical machine which can be rented from local penny arcade, or rigged up by house electrician. Electrodes cause mild quivering as person pulls them out. It is perfectly safe.

### LOBBY TEMPERATURE TEST

Have thermometers available, for nurse to take temperatures of all who want to be checked. Announce anyone with over 99.4 temperature not allowed to enter.

### CAN-YOU-TAKE-IT CHART

Keep record in lobby of those who pass both Shock-Resistance and Temperature Tests. These brave souls can be handed membership cards in the U. S. Chamber of Horrors.



THE ABOMINABL
SNOWMAN
OF THE HIMALAYAS
IN HORRORSCOPE

starring
FORREST TUCKER · PETER CUSHING
Produced by Directed by Screenplay by
AUBREY BARING · VAL GUEST · NIGEL KNEALE
A Regalscope picture released by 20th Century-Fox

*FREE*

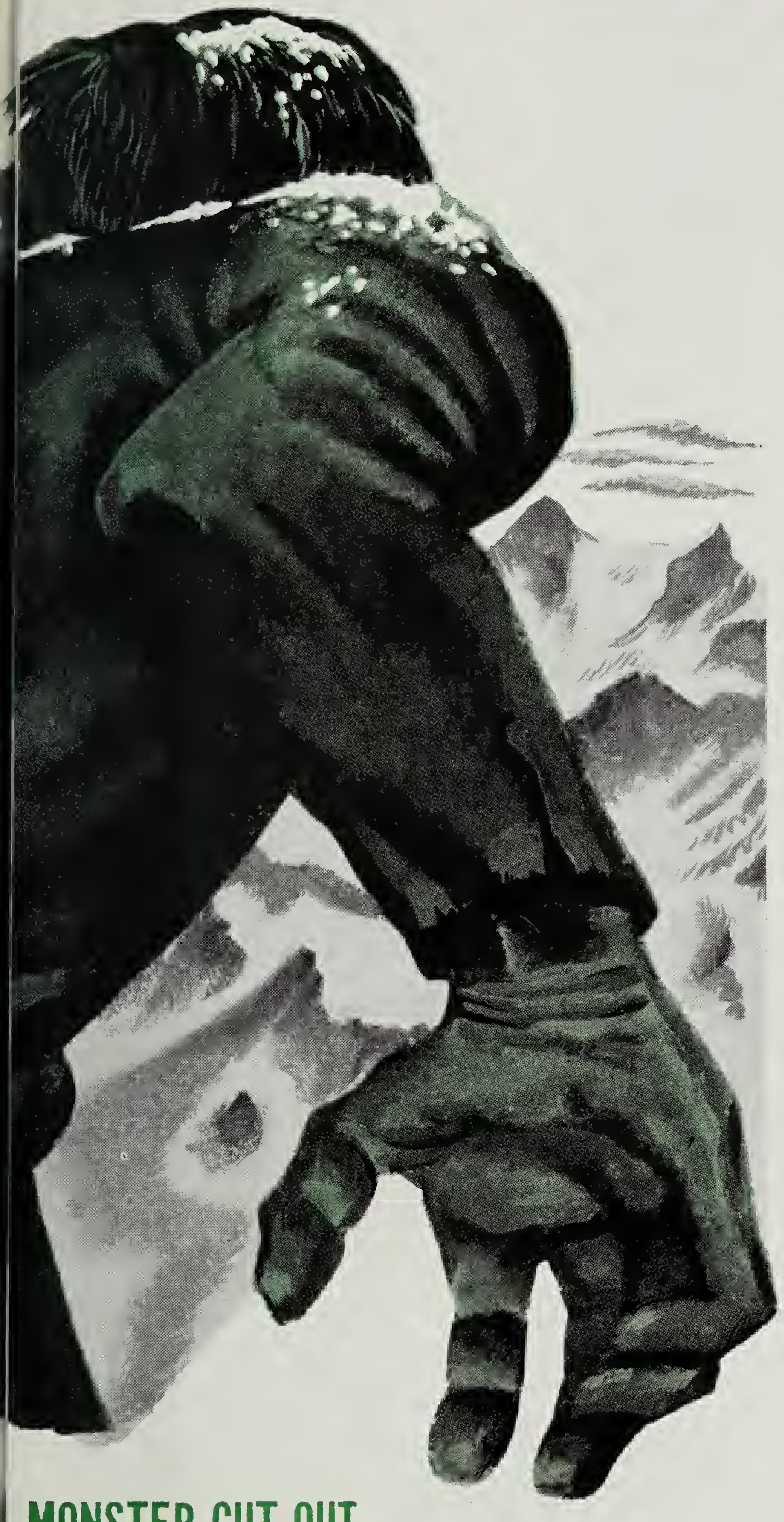
**SOUND EFFECTS RECORD!** Scary shrieks! Spook sounds! Wailing winds! Play them over house p. a. system in front of theatre *(20th has 'em all; send for them!)*

**SHOCK TABLOID HERALD!** *(Send to Cato for it—details in Pres* Book.) Distribute through retail stores, at schools, in letter-boxes through service stations, mailing list, libraries, hotels—whereve crowds gather!

## YOUR COMPLETE MERCHANDISING PACKAG

# THAT SHOWS UP ALL THE OTHERS!

## TER SHOWMANSHIP!

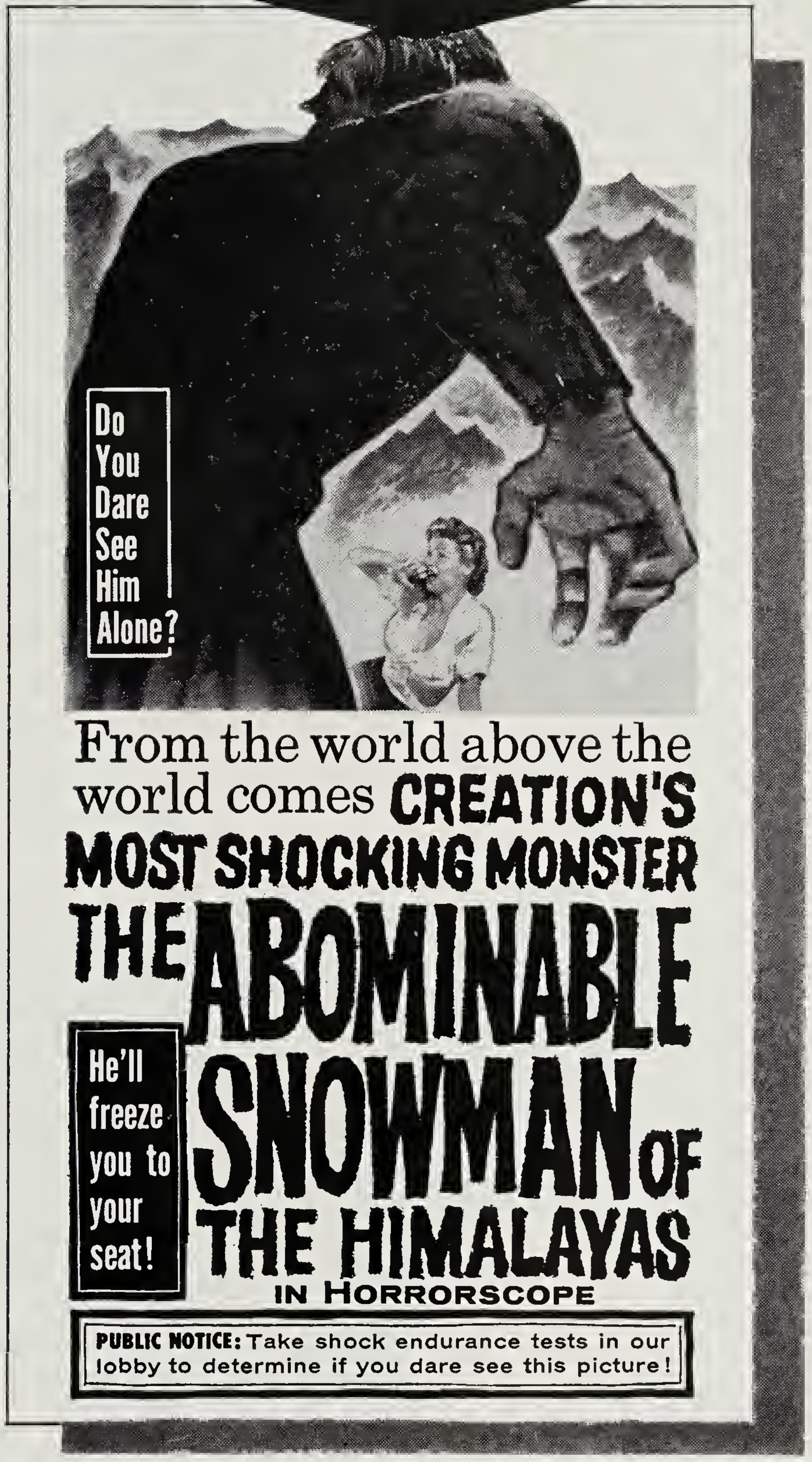


### MONSTER CUT-OUT

Make blow-up of monster from art of monster-and-girl included in your NSS set of stills. Mount on marquees and use spotlights and steam jets for added excitement.

**SHADOW BOX** on one, two or three planes, showing monster in foreground, girl and mountains in background. Rotating motion to make monster appear and disappear.

ONE OF THE POWERFUL ADS
IN THE TICKET-SELLING
CAMPAIGN!



Do You Dare See Him Alone?

From the world above the world comes **CREATION'S MOST SHOCKING MONSTER**

**THE ABOMINABLE SNOWMAN OF THE HIMALAYAS**

IN HORRORSCOPE

He'll freeze you to your seat!

**PUBLIC NOTICE:** Take shock endurance tests in our lobby to determine if you dare see this picture!

**MIDNIGHT SHOCK-O-RAMA!** Here is the perfect attraction for a midnight spook show presentation at your theatre. This is the basic plan:
Dim house lights • Play free sound effects record • Spin weird music over p. a. system • Dress staff in monster masks and grotesque costumes • Have figure in skeleton costume run across stage before film begins • Hand out one aspirin to calm nerves as patrons enter!
*(Repeat same plan for Horror Matinee.)*

R THE **BIG MONSTER SALE!**

# U-I Schedules Production Upsurge To Provide Year-Round Film Flow

NEW YORK—To meet the needs of the industry and the motion picture public for a continuous year-round flow of theatre box-office attractions, Universal-International will increase the number of its feature releases during the 1957-58 selling season starting in November to 39 to give the company the largest number of important feature releases in its recent history, Charles J. Feldman, vice-president and general sales manager, told the company's sales executives at the opening sessions of their week-long conference at the Essex House here last week.

Of the 39 pictures to be released, Feldman notes, 33 are either completed or before the cameras to give the company virtually a year's inventory of product and thereby assuring its exhibitor customers of a steady flow of important box-office pictures throughout the coming year and enabling the company to develop extensive pre-selling and pre-release planning for almost a year in advance.

In an opening address before the sales executives, Milton R. Rackmil, president, reaffirmed the company's faith in the future of the industry and in motion picture theatre entertainment by citing Universal's unprecedented production budgets allocated and planned for the future. The 1957-'58 program of releases represents the greatest production investment in the 45-year history of Universal, Rackmil told the assembled sales executives.

Alfred E. Daff, executive vice-president, in projecting the expanding future for the company in the years ahead, singled out the outstanding properties which have been acquired and scheduled for the production for the coming year and the future. As a further evidence of Universal's aggressive planning, Daff reviewed the program currently underway at Universal to build new stars.

### U-I Sets New High With 22 In Six Months

Universal has set 22 pictures for release during the first six months of the 1957-58 selling season starting in November to give the company the greatest number of feature releases in a six month period of any similar period in more than 10 years, Charles J. Feldman, vice-president and general sales manager, told the company's sales executives.

Heading the list are the four November releases. They include "Slaughter on Tenth Avenue," in CinemaScope, starring Richard Egan, Jan Sterling, Dan Duryea, Julie Adams, Charles McGraw, and Walter Matthau; "Slim Carter," the Eastman Color comedy starring Jock Mahoney, Julie Adams, and Tim Hovey; "Escapade in Japan," in Technicolor's new Technirama process, starring Teresa Wright and Cameron Mitchell; and "Doctor At Large," in Eastman Color and VistaVision, starring Dirk Bogarde, Muriel Pavlow, Donald Sinden, and James Robertson Justice.

"My Man Godfrey," the Eastman Color-CinemaScope comedy starring June Allyson and David Niven, heads the December releases, which also include "The Monolith Monsters," starring Grant Williams and Lola Albright; "Love Slaves of the Amazons," in Eastman Color starring Don Taylor, Gianna Segale, and Eduardo Ciannelli; and "The Violators," the Galahad production filmed in New York and starring Arthur O'Connell.

**Universal vice-president and general sales manager Charles J. Feldman, center, recently opened the company's week-long sales executive conference in New York's Essex House. Other speakers included president Milton R. Rackmil, left, and Alfred E. Daff, executive vice-president, right.**

"The Tarnished Angels," CinemaScope, to star Rock Hudson, Dorothy Malone, Robert Stack, and Jack Carson, highlights the January releases, which also include "This Is Russia"; "All Mine To Give," the Technicolor drama starring Glynis Johns, Cameron Mitchell, Rex Thompson, and Patty McCormack; and "Man in the Shadow," the CinemaScope drama starring Jeff Chandler, Orson Welles, and Colleen Miller.

February releases will be the Technicolor comedy "The Girl Most Likely," starring Jane Powell, Keith Andes, Cliff Robertson, Kay Ballard, and Tommy Noonan; "Flood Tide," the CinemaScope drama starring George Nader, Cornell Borchers, and Michel Ray; and "Touch of Evil," the drama starring Charlton Heston, Janet Leigh, Orson Welles, Akim Tamiroff, and Joseph Calleia.

"I Married A Woman," the George Gobel and Diana Dors comedy, is scheduled for March release, as are "A Game Called Love," in Eastman Color and CinemaScope starring Lana Turner and Jeff Chandler, and "Damn Citizen," the drama starring Keith Andes, Margaret Hayes, Gene Evans, Lynn Bari, Jeffrey Stone, and Ann Robinson.

Finally, the four April releases are "The Female Animal," in CinemaScope, starring Hedy Lamarr, Jane Powell, Jan Sterling, and George Nader; "Day of the Bad Man," a western in Eastman Color and CinemaScope starring Fred MacMurray, Joan Weldon, John Ericson, Robert Middleton, and Marie Windsor; "Summer Love," the new teenage musical starring John Saxon, Judy Meredith, John Wilder, Rod McKuen, Jill St. John, George Winslow, and Molly Bee; and "The Big Beat" in Eastman Color starring William Reynolds, Andra Martin, Jeffrey Stone, Gogi Grant, and Rose Marie, and featuring a large number of well-known headliners in the popular music field.

### Feldman's "Pearl" Anniversary Marked By Sales Drive

Universal will mark the 30th anniversary of Charles J. Feldman's association with the company during which time he rose from a salesman in Sioux Falls to vice-president and general sales manager, with an 18 weeks "Charles J. Feldman 30th Anniversary Sales Drive," starting on Sunday, Dec. 29, and concluding on Saturday, May 3, 1958, it was announced by Alfred E. Daff, to the company's sales executive conference.

Fifteen important film productions starting with "My Man Godfrey" and including the company's January, February, March, and April releases, are being designated as Feldman releases and extensive promotional plans are being developed in connection with pictures, Daff disclosed.

More than $50,000 in prizes will be distributed in the "Charles J. Feldman 30th Anniversary Sales Drive," to division, district, branch and office managers, salesmen and bookers for the best billing results.

Pearls being the symbol of a 30th anniversary, special promotional material to be used in the company's branches will feature this motif.

## Gordon To Keynote Allied Annual Meeting

WASHINGTON — It was announced last fortnight by National Allied that Julius M. Gordon, president, Allied States Association, will make the keynote speech at the group's national convention at the Concord Hotel, Kiamesha Lake, N. Y., Oct. 28-30.

It was indicated that he would review Allied's policy of cooperation "with anybody at any time for the good of the industry," as expressed when he assumed the presidency last Feb. 2.

A discussion of the acquisition by Paramount Pictures of the Esquire, Chicago, has been added to the agenda of the convention, and it was said that "exhibitors will be asked to consider what action, if any, they should take at this time."

Another speaker added to the convention agenda is Milton Shapp, president, Jerrold Electronics Corporation, who will discuss cable theatres. An open forum on the topic will be moderated by Herbert Barnett, National Theatre Supply Company.

A full program of business and recreational events has been planned for delegates. Activities have also been arranged for the ladies attending the affair.

### Movie Articles Boost Sales

NEW YORK — The Saturday Review is added to the long list of periodicals testifying to the widespread interest in movie news in the 82nd of the series of COMPO ads in Editor and Publisher, which appeared last week.

Under the caption, "Who's Interested in the Movies?" the ad says the answer was given recently by the Saturday Review in a two-page advertisement in Variety.

"The advertisement, in part, reads as follows," says the COMPO ad:

"'In recent years, as part of its editorial growth and diversification, the Saturday Review has taken a closer look at movies, has featured, on its covers frequently, a Hollywood subject—a film, a star, a director. And those particular issues—every one of them—have been newsstand sellouts!'"

### Wile Spreads Fox' Word

NEW YORK—Robert Wile, 20th-Fox's new director of exhibitor relations, appeared last week at major speaking engagements at three important exhibitor conclaves in the south and midwest.

Wile addressed a convention of the Theatre Owners of North and South Carolina at Asheville, N. C., a gathering of the Tri-States Exhibitors Association in Memphis, and the Allied Theatre owners of Indiana at their special Indianapolis meetings.

# Drive-In Operators Mull Mutual Problems

ALBANY—A follow-up meeting for the discussion of mutual problems among drive-in owners of the immediate Albany area is scheduled to be held here in November, it was learned last week. Two topics discussed in the course of an earlier meeting last month will be considered again, triple features and dollar-a-car admissions.

The outlook for the elimination of these practices by the time the 1958 outdoor season gets underway is believed to have improved since the initial meeting, at which MOTION PICTURE EXHIBITOR publisher Jay Emanuel, Pennsylvania circuit operator, was a speaker. Emanuel urged at that time that multiple bills and bargain rates be dropped as detrimental to the best interests of drive-ins. He discussed also the evils of dusk-to-dawn shows, which were abandoned here after trials proved them unprofitable.

Emanuel told drive-in operators that there were too many triple feature bills being offered in the territory and that if the practice were continued, it would spread to other sections of the country with unfavorable results. He also discouraged Dollar Nights, featured regularly by two drive-ins nearby, even on a limited basis.

Those attending the September meeting were understood to have expressed willingness to cooperate with Emanuel's suggestions and to have secured the assent of other operators not present to go along with them. However, because pledges were not received from all operators, no final agreement could be reached.

## ALBANY

The 16th annual Variety Club golf tournament and dinner, held for the first time in the fall, attracted a playing field of 46 and an eating group of 75 to the Shaker Ridge Country Club, Colonie, N. Y. Tied for low score were Charles Stevens, a guest, and Dave Kohn. Irwin Ullman, Fabian Theatres, tied for second low. Prizes were awarded at the dinner, over which retiring chief barker Al Kellert presided.

## ATLANTA

Charles Simpson, vice-president, Capital Releasing Corporation, sustained a broken shoulder in a fall in his home. . . . Natalie Rogers, formerly with Universal, now is with the Republic contract department. . . . William Richardson, president, Capital Releasing, returned to his desk following a trip to the Jacksonville branch. . . . Allied Artists branch manager Jimmie Hobbs checked in after a visit to Tennessee. . . . Harry Gordon, Carver and Lincoln, Orlando, Fla., was in booking.

John Thompson has opened his new Lake Laniner Drive-In, Gainesville, Ga. . . . A Chevrolet was given away in the seventh anniversary celebration of the Roosevelt Drive-In, East Point, Ga. . . . A. B. Covey, manager, Empire, Montgomery, Ala., headed the staff at the South Alabama Fair. . . . "Garden of Eden," banned in Montgomery, enjoyed a five-day run at the Encore Drive-In, Wetumpka, Ala. . . . Clyde Cannon is the new owner, Rabun, Clayton, Ga., from Co-Ed-Co Theatres. . . . Tom Jones has taken over buying and booking for the Keith and Dixie Drive-In, Leighton, Ala. . . . The new Alpha Drive-In, Alpharetta, Ga., owned by Mel Brown, is managed by Hans Toler, former manager, Buckhead, here. . . . Sam McCook was named MGM office manager; P. W. Bernard, head shipper, has moved to booking, while Dick Johnson, formerly with ABC Booking Service, is new in the booking department.

**Members of the Atlanta WOMPI are seen as they left recently for the Memphis convention of the group. Left to right are Jackie Cowart, Marcelle Davis, Lynda Burnett, Betty Rook, Stella Poulnot, and Hilda Knight.**

## BOSTON

The Liberty, Springfield, Mass., has been sold and will be converted into a sales and show room for Joseph Industries, Inc. Liberty Theatres Corporation took over the theatre in 1940, but closed it in 1953 for lack of business. It was operated by the Rifkin Theatres Circuit, Herman Rifkin, president. . . . Sam Badamo, who has been with the Rifkin Theatres for seven years as a manager, has resigned as managing director, Shipyard Drive-In, Providence, R. I. His place at the Shipyard has been taken by Langdon Wilby, promoted to the spot from the Pike Drive-In, Johnston, R. I., also operated by Rifkin. . . . William Cuddy, former RKO office manager, has been appointed head booker and office manager, Rank Distributors of America, Inc., replacing David Grover, who resigned. Cuddy will work with Abe Weiner, division manager; Stan Davis, branch manager; and Catherine

# Solvent Heart Fund Greets Variety Crew

ALBANY—The new Variety Club crew, headed by chief barker Samuel Rosenblatt, recently took over the reins with the organization's Heart Fund out of debt for the first time in 10 years. Max Zuckerman, submitting a report as dough guy, disclosed that approximately $18,000 had been raised through the regular denial campaign and through an emergency "Save Camp Thacher" drive during the past 12 months.

In addition to $13,000 earmarked for the Variety-Albany Boys Club Summer Camp, Tent Nine liquidated a previous debt of $2400 to the Boys Club, and a bank note of $2600, Zuckerman stated. About $12,000 was collected in the emergency drive, which was climaxed by a dance and show at Shaker Ridge Country Club in July. Jules Perlmutter, Perlmutter Theatres, served as campaign chairman. Zuckerman revealed that a balance of several hundred dollars remained in the Heart Fund account. The roster of new officers includes, in addition to Rosenblatt, Elias Schlenger and Irwin Ullman, first and second assistants, respectively; Aaron Winig, property master; and Zuckerman, dough guy.

Crew members are Dr. Irwin Grosberg, Lewis A. Sumberg, Arthur Green, Ralph Bruno, Albert J. Bearup, and Charles L. Mooney.

HARDLY ABLE SOUND SERVICE
$

don't be penny wise and sound foolish!

Cheap sound service will save a few dollars—and lose plenty of ticket buyers!

Ask any ALTEC SERVICE customer—thousands of them! They'll tell you ALTEC pays off in peak performance, equipment protection, and peace of mind.

ALTEC® SERVICE COMPANY

161 Sixth Ave. New York 13, N. Y.

*Specialists in Motion Picture Sound*

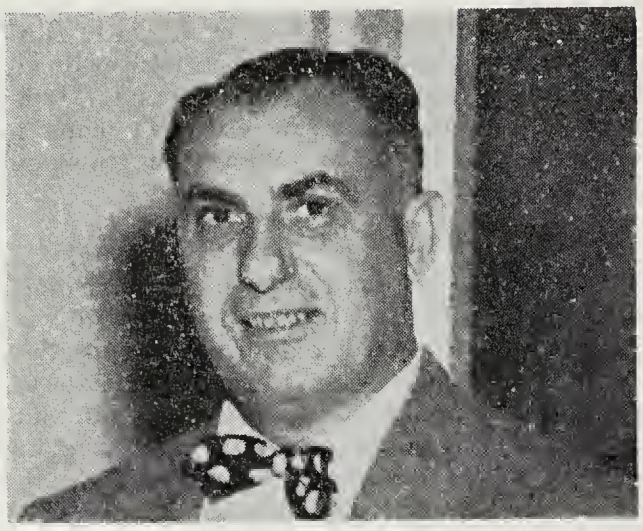
## Buffalo Exec Mourned; Active For 40 Years

BUFFALO—Robert T. Murphy, 61, general manager, Century, who was associated with the industry in exhibition and distribution for more than 40 years, died last week in Millard Fillmore Hospital after a short illness.

Murphy, a native of Buffalo, went to work when he was 18 as a poster clerk for the Mutual Film Corporation. In 1916, he joined General Film Corporation as manager of its poster department and later became a booker with the organization.

After serving in World War I, Murphy joined Pioneer Film Corporation and was made branch manager six months later. His long association with the late Mike Shea and Shea Theatres began in 1926, when he was named manager of Shea's North Park. Later he was named booker for Shea's Theatres and remained with the concern until 1941, when he resigned to take the Century post and to become president of the Buffalo 20th Century Company.

Murphy was a past chief barker of Variety Club and a past national canvasman. He is survived by three brothers and a sister.



**Richard T. Kemper, Dipson Theatres zone manager and a theatre executive for over a quarter of a century, is retiring from the industry to move to the Pompano Beach area in Florida.**

## Veteran Circuit Exec Retires From Industry

BUFFALO—Richard T. Kemper, an executive with Dipson Theatres, Inc., Batavia, N. Y., for more than a quarter of a century, is retiring from the industry.

Kemper entered exhibition in 1928 with Paramount Theatres in Woonsocket, R. I. He subsequently served in Salt Lake City and Ogden, Utah, and was with Loew's in New York when he joined the Dipson organization. For Dipson, he first served as city manager, Wheeling, W. Va., then as contact manager. He came to Buffalo in 1939 with the introduction of stage shows in the 20th Century.

Kemper was associated with Nikitas Dipson in the ownership of the Erlanger here, which he managed until 1943 when he entered the Air Force. He returned to the Erlanger after the war and directed its operations until the theatre was sold. Kemper became the Dipson zone manager for New York and Pennsylvania in 1950, in charge of theatre construction and renovation. He stated that he planned to move to the Pompano Beach area in Florida and might enter a new business field there.

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Ahearn, secretary. . . . Rank's "Queen Elizabeth II" was set for the Kenmore to play concurrently with the sovereign's visit to this country, and in a large number of other theatres in the territory. . . . Embassy Pictures Corporation is planning another saturation radio and TV campaign for the package deal of "Amazing Colossal Man" and "Cat Girl," opening Oct. 30 in 200 theatres in the New England territory, headed by the Paramount and Fenway here. . . . This area's newest television station, WHDH-TV, Channel 5, is set for a Nov. 17 opening, it has been announced by William McGrath, vice-president and managing director.

PROVIDENCE, R. I., NEWS—Bill Trambukis, Loew's State manager, and other members of the Junior Chamber of Commerce traveled to Newport, R. I., to present gifts of local manufacturers to President Eisenhower. . . . Bill Brown, United Artists exploiteer, was recuperating at home from a hip injury. . . . Elmwood manager James Randall was conducting an intensive campaign for theatre parties for "Around the World in 80 Days." . . . RKO Albee stagehand Tom Gorman was recuperating at home following surgery. . . . Ed Stokes, Avon Cinema manager, joined the Junior Chamber of Commerce.

### BUFFALO

George L. David, 71, for more than 45 years motion picture editor of the Rochester, N. Y., Democrat and Chronicle, died following a long illness.

George H. Mackenna, managing director, Basil's Lafayette, is finance committee chairman for the Elmer F. Lux campaign for Mayor of Buffalo. Lux was honored last week with a cocktail party in the Variety Club, given by the local Non-Partisan Show Business Committee headed by Dave Miller, former Universal branch manager. . . . Miiko Taka, Japanese star of "Sayonara," was to visit this week with Art Moger, Warners exploitation representative.

The former operators of the Cinema theatres in Buffalo and Rochester who pleaded guilty to failure to make Federal admission tax returns, were to be sentenced this week. They are Philip Cohen and Morris Slotnick. Arraigned before U. S. District Judge Harold P. Burke in Rochester, they admitted to two counts each. Slotnick was accused by the Internal Revenue Bureau of failure to file returns on admission taxes totaling $923.33 and $1066 in two different quarters in 1954 and 1955. Cohen was charged with failing to make returns for $653.70 and $764.95 for two quarters in 1955.

### CHICAGO

Circuit owner Van A. Nomikos has formed the Pan Amusement Company to take over operation of the Pantheon, formerly leased by Balaban and Katz. . . . Milton O. Musser, 90, for 35 years owner, Lyric, Casey, Ill., died. Survivors include his wife and a son, Paul. . . . Bud Boehm, formerly at the Englewood, joined the Oriental staff. . . . The Crescent, Pontiac, Ill., installed new air conditioning. . . . Eddie Clark is planning to reopen the Auto Vue Drive-In, Joppa, Ill., in 1958 as a year-round operation. The ozoner has been closed since last year. . . . The Monroe lobby has been redecorated with stuffed sailfish and barracuda caught by owner James Jovin and his son in Florida. . . . Oscar B. Depue, 83, has retired from the local scene as a movie producer and is living in California.

### CINCINNATI

Because of public interest created by the Russian "Sputnik," area exhibitors are scrambling for all available science-fiction films, and reissues are being booked heavily as soon as they become available. . . . Reopened recently were the Park, Huntington, W. Va., George Lively, owner; the Wayne, Dayton, Ohio, Russell Lindstrom, owner; and the Drexel, Columbus, Ohio, Midwestern Booking Agency, owner, which reopened as an art house. . . . Louis Wiethe, owner, Valley, where "Around The World In 80 Days" is enjoying an extended run, was in New York for the Mike Todd party in Madison Square Garden. . . . Charles Frey, for many years controller, Chakeres Circuit, and now in the construction business, was guest speaker at an annual managers' meeting and dinner at the Springfield, Ohio, Country Club. . . . In were Ted Levy, Cleveland, sales director, and Lester Erwin, auditor, Buena Vista; Sam Keller, New York, assistant supervisor of branch operations, Warners; and Otto Ebert, Detroit, regional manager, Rank. . . . An evening trade screening of MGM's "Don't Go Near the Water" was held in the downtown Albee. . . . The wife of Nate Mutnick, MGM booker, was hospitalized for surgery. . . . James Curran, United Artists Kentucky salesman, became the grandfather of a boy. . . . Sympathy was extended to Mitchell Blackschleger, UA salesman, on the death of his mother. At the time, he was recuperating from surgery.

## Fourth Cinerama Stanza Opens With Records To Break

**BUFFALO—The Teck, home of Cinerama, now launching Cinerama's latest production, "Search For Paradise," disclosed that it has grossed more than $2,000,000 since opening March 15, 1955. The Todd-AO process has attracted 1,168,796 customers in Buffalo. Earl L. Hubbard and his son, Earl J., two-man publicity team at the Teck, declare the theatre paid off a $218,000 investment in new equipment with its initial film, "This Is Cinerama," which ran 48 weeks and drew 387,632 patrons.**

**The Hubbards said they estimate the newest offering will run "more than a year." A capacity house of 1207 saw its premiere last fortnight. The Hubbards said "Cinerama Holiday" drew 369,810 during 33 weeks last year, and "Seven Wonders of the World" set the record with 411,354, during 60 weeks.**

COLUMBUS, O., NEWS—Robert McKinley, assistant manager, Loew's Broad, and his wife became parents of a daughter. . . . Station WLW-C, local Crosley television station, will begin showing MGM features on Oct. 26. Crosley has purchased 723 MGM features for showing on its TV stations in Cincinnati, Indianapolis, Dayton, Ohio, and Columbus.

### CLEVELAND

John C. Wein, who organized Local B-5 in 1937 and since 1939 has been its president, business manager, and convention delegate, has resigned from all positions and is succeeded by Frank DeFranko, Universal shipper. However, Wein is retaining his job as business manager of Locals F-5, covering front office employees and B-6, involving ushers and theatre employees. . . . Leonard Steffens, Columbia salesman and office manager, became a father for the first time, when a daughter was born to his wife in Lutheran Hospital. . . . Jerome Safron, Columbia branch manager, flew to New York for a home office conference, following a meeting here with

## L. A. Boening, Pioneer Exhib, Manufacturer, Dies

**CHICAGO—Louis A. Boening, 80, pioneer theatre operator, died in an Evanston, Ill., hospital last fortnight. He opened a nickelodeon in the northwest side of Chicago in 1908 and later acquired two other theatres which he lost in the 1929 crash. Just before World War I, Boening organized the United States Cinematograph Company, which manufactured movie projectors.**

**Boening enlisted in the Spanish-American War and later was appointed assistant director of Selective Service in Illinois. Survivors include a son, a daughter, and three brothers. Burial was in Mount Emblem cemetery.**

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district manager Sam Galanty. . . . Strictly on a trial basis, Gerald Anderson was to reopen his Union, Richwood, Ohio. Whether he continues operation depends on local response. . . . Mrs. John Urbansky, 57, wife of a former theatre circuit owner and independent film distributor, died. . . . Larry Heller, a newcomer to exhibition with his acquisition of the old Valentine, Canton, Ohio, which he remodeled and now calls the Town, has added to his holdings the Park, North Canton, which has opened under his management. . . . John Majdiak has moved his booking address to Columbia from Republic, where he is succeeded by Shirley Bradshaw, promoted from secretary.

### DENVER

Porter Smith, owner of the drive-in at Aztec, N. M., and his manager, Paul Campbell, are building a drive-in between Aztec and Farmington, N. M., and hope to have it ready for a spring opening. . . . Richard Dudley, formerly with various theatres here, has been named manager, Oriental, succeeding Lewis Morgan, who is joining the postal service. . . . Alec Moss, 20th-Fox publicity man, was in from New York laying out the campaign on "Abominable Snowman" and "Ghost Divers," which open in the Denver on Oct. 30. . . . Richard Leach, formerly with theatres in Phoenix, Ariz., has been made manager, Federal, succeeding William Nandemeer.

### DETROIT

Butterfield Theatres, Inc., announced that it would close the Regent, Bay City, Mich., last week, several days before the State there was to reopen. George W. Boyle, local manager, said that the State, formerly the Bay, would be the circuit's first run house in Bay City and that it had been renovated in preparation for the opening. The Regent was operated by William C. Watson until Butterfield took it over in the 1920's. . . . Sol Krim, veteran Detroit exhibitor who pioneered the showing of art films, has leased his Krim to the Translux Theatre Corporation, which will renovate the house and reopen it shortly as the Krim-Translux. The new operator plans to continue the policy of major first runs and art films.

### JACKSONVILLE

Bobby Parrish has returned as office manager of Roy Smith's theatre supply firm. . . . A total of 219 out of 317 optical sound theatres in Florida now have small sprockets for the projection of stereo-optical sound, advised Tom Tidwell, 20th-Fox branch manager, who said that 89 other theatres in the area have full stereophonic sound. . . . Bob Daugherty has resigned as general manager, Floyd Theatres, central Florida circuit, and Harold Spears, Jr., has been boosted to a supervisory post with the firm by owner Carl Floyd. . . . John Spearing, IATSE official, left on a tour of his seven-state union area. . . . Esther Parham became the bride of Harry Clarke, 20th-Fox booker. . . . Arthur Davis, Miami distributor of foreign films, has acquired the Florida, St. Augustine, Fla., from Roy Bang. . . . Jim Hill, former manager, Neptune Drive-In, Daytona Beach, Fla., has replaced Tom Kelly as manager, local Atlantic Drive-In. . . . Maurice Shaaber, former Florida salesman for Wil-Kin Theatre Supply, is now engineer for the Florida Theatre Building, St. Petersburg, Fla.

### MINNEAPOLIS

C. J. Dressell has been named branch manager, Distributors Corporation of America's new office here. DCA product formerly was handled under franchise here and in the Milwaukee zone by Don Swartz' Independent Film Distributors. Dressell, who was RKO branch manager for 20 years, also will take

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## Film Exchange and Dealer Listing for the

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Br. Mgr.: Nathan D. Levin. Sales: Ernest Chrysler, Herb Childs. Booker: William Sidenstecker. Cashier: Ursula Davis. Emerg. Phone: Sidenstecker, PRescott 8-1349.

**ALLIED FILM, 2310 Cass Ave.—WOodward 2-7777**
Br. Mgr.: Jack Zide. Sls. Mgr. and Booker: Michael Zide. Office Mgr. and Cashier: Dorothy Harrison. Sales and Booker: Edward Loye. Emerg. Phone: Harrison, VErmont 5-0520.

**BUENA VISTA (Disney), 2310 Cass Ave.—WOodward 2-8739**
District Mgr.: Ted Levey.

**COLUMBIA, 200 Film Exchange Bldg.—WOodward 2-8021**
Br. Mgr.: Milton N. Zimmerman. Sls. Mgr.: Raymond Cloud. Office Mgr.: Harvey Trombley. Sales: David Morgan. Seymour Berman. Bookers: Sid Blumenthol, Norm Honson. Cashier: Mabelle Reid. Emerg. Phone: Trombley, LAkeview 1-6939. *(Div. Mgr. in residence: Carl Shalit)*

**ALBERT DEZEL PRODUCTIONS, 13131 Fenkell—VErmont 6-2180**
Br. Mgr.: Albert T. Dezel. Office Mgr. and Booker: Ann O'Donnell. Emerg. Phone: Dezel, VErmont 6-2180.

**METRO-GOLDWYN-MAYER, 2310 Cass Ave.—WOodward 1-4456**
Br. Mgr.: Lou Marks. Office Mgr.: Arthur Zuelch. Sales: Cliff Perry, Kal Bruss. Bookers: Clarence Berthiaume, Don Martin, Charles Burns. Cashier: Ruth Becker. Field Exp.: Richard Empey. Emerg. Phone: Berthiaume, TUxedo 2-5606.

**PARAMOUNT, 479 Ledyard—WOodward 2-4741**
Br. Mgr.: Thomas F. Duane. Sls. Mgr.: John Gentile. Office Mgr.: Harold Rhodes. Sales: J. E. Thompson, Ken Guiburk. Bookers: Betty Fussner, Jack Ebert, Claude Lone. Cashier: Richord Schulte. Field Exp.: E. G. Fitzgibbons. Emerg. Phone: Lane, UNiversity 2-1539.

**RANK, Fox Bldg., Room 309, 2211 Woodward Ave.—WOodward 2-8217**
Regional Mgr.: Otto Ebert.

**REPUBLIC, 2211 Cass Ave.—WOodward 1-6415**
Br. Mgr.: M. Dudelson.

**20TH CENTURY-FOX, 2211 Cass Ave.—WOodward 1-3726**
Br. Mgr.: Joseph J. Lee. Sales: Jack Sturm, Tim Cleory. Bookers: Albert Champagne, Eileen Bresnahan, Mary Grimmit. Cashier: Dorothy Schechter. Field Exp.: Soul Gordon. Emerg. Phone: Lee, UNiversity 3-9954.

**UNITED ARTISTS, 2310 Cass Ave.—WOodward 2-6500**
Br. Mgr.: Sidney Bowman. Office Mgr. and Booker: Jack Susomi. Sales: M. Winestein, Richard Hayes, John McMahon. Bookers: Morjorie Rice. Cashier: Marge Studebaker. Field Exp.: Howard Pearl. Emerg. Phone: Susami, KEnwood 3-3387.

**UNIVERSAL-INTERNATIONAL, 2310 Cass Ave.—WOodward 1-2141**
Br. Mgr.: R. B. Graff. Office Mgr.: Walter Goryl. Sales: W. Waldholz, Phil Stanton, Ernie Ziegler. Bookers: Dave Gonda, Lloyd Turel, Jr. Cashier: Irene Nolan. Emerg. Phone: Goryl, WAlnut 1-0524.

**WARNER BROS., 2310 Cass Ave.—WOodward 1-6236**
Br. Mgr.: Joseph Baringhaus. Office Mgr.: Harold Morrison. Sales: Walter Collins, Ed Murphy, Sam Gilbert. Bookers: Helma Wetzel, Stanley Baran, Dale David. Cashier: Lou Metzger. Emerg. Phone: Morrison, Tyler 8-3299.

### • *Supply Dealers*

**AMUSEMENT SUPPLY, 208 W. Montcalm**
**ERNIE FORBES THEATRE SUPPLY, 212 W. Montcalm—WOodward 1-1122. Emerg. Night: VE 7-1227**
**NATIONAL THEATRE SUPPLY, 2312 Cass Ave.—WOodward 1-2447. Emerg. Night: LOgan 5-4996**

### • *Screen Trailers*

**NATIONAL SCREEN SERVICE, 2949 Cass Ave.—TEmple 1-0790**
Br. Mgr.: Ivan Clavet. Sales: Cy Pettit. Emerg. Phone: Pettit, VErmont 6-0890.

### • *Film Delivery Services*

**EXHIBITORS SERVICE, 2310 Cass Ave.—WOodward 1-1073**
Pres.: Charles Simpson, Emerg. Phone: KEnwood 2-4232.

**FILM TRUCK SERVICE, INC., 2310 Cass Ave.—WOodward 5-0652**
Pres. Gladys B. Pike. Office Mgr.: Velma I. Mikiel. Traffic Mgr.: Dick J. Warsaw. Emerg. Phone: Warsow, TEmple 2-4830.

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**CENTRAL NEON SIGN, 525 E. 7 Mile Rd.—TWinbrook 3-5440**
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over the Milwaukee territory as of Jan. 1. Assisting him will be Kathleen Beechmann, former RKO receptionist. Jack Bradley's Independent Film Service will handle physical distribution. . . . Ted Mann, operator, Academy, home of "Around the World in 80 Days," was to fly a planeload of local citizens to New York for Mike Todd's party in Madison Square Garden. . . . W. R. Frank, Twin Cities exhibitor, opened his new Fair Oaks Motel and Restaurant here. . . . Chet Herringer is adding a "twin" drive-in to his 100 Drive-In, suburban Columbia Heights, which will accommodate 900 cars. A spring opening is planned. . . . The Minnesota Centennial Commission, planning the state's 100th birthday celebration next year, has asked Walt Disney to have the world premiere of his cartoon short, "Paul Bunyan," in Minnesota, Bob Dorfman, Buena Vista exploitation manager, revealed here.

### NEW HAVEN

HARTFORD, CONN., NEWS—William H. Cormier has been named assistant to Ray McNamara, Allyn resident manager. He succeeds William T. Murphy, who resigned to become manager, Lockwood and Gordon's Cine Webb. . . . A new first-run policy is in effect at Bercal Theatres' Plainfield, Plainfield, Conn. . . . Interstate of New England started new foreign film policy every other Tuesday and Wednesday in the Bradley, Putnam, Conn.

### NEW ORLEANS

Frank Glick closed the Utica, Utica, Miss. He continues to operate the Morton, Morton, Miss. . . . A. W. Vowell closed the Liberty, Taylorsville, Miss. . . . I. A. Funderburk closed the Strand, Cotton Valley, La., indefinitely. . . . Grady Wilson shuttered the Pines, Eizabeth, La. . . . Miiko Taka, Marlon Brando's leading lady in Warners' "Sayonara," is scheduled to visit New Orleans on Nov. 19 for a series of newspaper, radio, and television interviews. . . . April Olrich, featured in Rank's "Pursuit of the Graf Spee," was to be in town for personal appearances to promote the American premiere of the picture in the Saenger. . . . The Algiers Drive-In, Algiers, La., a Sammy Wright-Frank Lais project, held a Fall Anniversary Party to acquaint patrons with future programs and to introduce the theatre's new hi-fi sound system. . . . Milton Dureau, president, Masterpiece Pictures, reported that the company now has ready for distribution a new film package, "Rock Around The World" and "McComb School Girl." . . . A. L. Royal has shuttered the Princess, Waynesboro, Miss. . . . Ralph Buring is in charge of advertising, publicity, and public relations for Mike Todd's "Around The World In 80 Days" in the neighborhood Fox.

### NEW YORK

An entertainment industry tribute to Pat Boone, in the form of a gala one-night presentation combining the facilities of 20th-Fox, ABC, and Columbia University, will be presented on Nov. 12 in the Roxy in connection with the world premiere of "April Love." . . . Arlene Ziegler, 20th-Fox home office publicity department, was wed to Robert Hoffman, Western Electric Company. . . . Nov. 6 will be the date for the launching of the 72nd Street Playhouse as the newest first-run in town, it was announced by Adolph Herman, operator. Policy will be a series of German-made films with English titles. . . . German Film Week is being held at the Museum of Modern Art this week. . . . The wife of Joseph Flynn, MGM exploitation department, died last fortnight following a lingering illness. . . . Rogers, Cowan, and Jacobs, new public relations organization formed through the combination of Rogers and Cowan and the Arthur P. Jacobs Company, has established headquarters at 3 East 54th Street. . . . A. C. Vallet, manager, Parsons, Flushing, N. Y., is appreciative of the aid given his son Lawrence, a medical student at Tulane in New Orleans, by Charles Boyer, National Screen Service New Orleans office, and Asa Booksh, manager, RKO Orpheum there, who helped to locate living quarters for young Vallet.

### PHILADELPHIA

Charles Beilan, Warners branch manager, asks the support of all industry friends in the branch managers drive which runs from now through January. . . . The Ideal Drive-In, Carbondale, Pa., has closed. . . . Bill Whyte, formerly at the Star, Camden, N. J., is now managing SW Orpheum, Germantown. . . . Joe Conway is having himself a "Fall Film Festival" up at his Wayne Avenue Playhouse at which some 70 films will be shown during an arty three-month period. . . . Maurice "Harp" Levine, National Screen Service salesman, suffered a heart attack in branch manager Stanley Goldberg's office. He is in University Hospital. . . . Condolences to George Resnick, Cayuga, whose wife died suddenly a fortnight ago. . . . Elizabeth V. ("Mac") Ziegler, United Artists' office manager, was still recuperating from her recent operation.

## Smith Management Acquires Fourth Florida Situation

**MIAMI, FLA.—Smith Management Company of Boston, Philip Smith, president, has taken a long term lease on the Lejeune Drive-In here. Richard Smith, vice-president; Mel Wintman, general manager; and Sam Seletsky, head buyer and booker, were here to complete negotiations on the 800-car property.**

**Built seven years ago, the Lejeune has been operated by Sol Lerner of New York for the past season. Its acquisition by the Smith circuit marks the fourth Florida theatre this company has taken over in the past year. Early this summer, it signed leases on the Surf and Carefree, West Palm Beach, and the Colony Cinema, Palm Beach, all indoor houses.**

## Censor Bills Withdrawn; Theatres Must Label Pix

**JACKSONVILLE—The ugly apparition of motion picture censorship was withdrawn by City Council when hundreds of members of the industry and their friends jammed City Hall in protest against two proposed laws which had been offered by pressure groups. Councilmen, however, stated their firm intention of imposing censorship if adult-theme motion pictures are not advertised as "not recommended for children" and "adult entertainment."**

**Prior to the council vote to withdraw the bills, a public hearing was held. LaMar Sarra, Florida State Theatres vice-president who is also legislative chairman of the Motion Picture Exhibitors of Florida and a TOA official; Ted Chapeau, Variety chief barker; and John N. Spearing, southeastern IATSE official, were the principal industry spokesmen against censorship.**

## Clearances Challenged By Anti-Trust Actions

CHARLESTON, S. C.—Two anti-trust actions have been filed in the U. S. District Court here with the plaintiffs claiming total damages of $1,350,000.

In the first case, Lawrence H. Ayres, owner, St. Andrews Drive-In, Charleston, the Summerville Drive-In, Summerville, S. C., and the Holly Hill Drive-In, Holly Hill, S. C., is asking damages of $1,000,000 against the Pastime Amusement Company and Albert Sottile, its president, operator of a large number of theatres including first runs in Charleston; Consolidated Theatres, Inc., operator of the Flamingo Drive-In, North 52 Drive-In, and the Magnolia Drive-In, all in Charleston; and eight majors, Paramount, Loew's, 20th-Fox, Warners, RKO, United Artists, Universal, and Columbia.

In the second case, Ayres and his wife, Ruth T. Ayres, operators of the Four Mile Drive-In, Charleston, are asking damages of $350,000 against the same defendants. In both actions, the plaintiffs allege unlawful combination and conspiracy to restrain and monopolize interstate commerce in motion picture films, claiming the defendants have set up a structure of runs, clearance, and admission prices so that the plaintiffs cannot buy films until long after the defendant exhibitors have played them when they are so old they are of little value. They also claim block booking and various discriminations.

The complaints were filed through the office of George S. Ryan and W. Bradley Ryan, Boston attorneys, and Edward K. Pritchard, Charleston.

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TONIGHT WILBUR EVANS PHIL SHERIDAN "SILK STOCKIN

**Among those present at the recent opening of the new Lawrence Park Theatre, located in the Lawrence Park Shopping Center, Broomall, Pa., were: top, Robert Abel, one of the owners; Charles Beilan, Warners branch manager, Philadelphia; Bob Rappaport, Baltimore, Md., exhibitor; Arthur Silber, Abel's partner; William Hutchins, branch manager, National Theatre Supply Company; Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR; William Madden, MGM Philadelphia branch manager; Edward Potash, Universal sales manager; Leonard Mintz, Buena Vista salesman; and Lester Wurtele, Columbia Philadelphia branch manager. Bottom, Ted Schlanger, Stanley Warner zone manager; the house staff in uniforms designed and fabricated under the supervision of Harold Bressler, men's clothing designer for Mill's Retail Store; and a scene outside the theatre on opening night, taken during a concert given by the local high school band.**

. . . The Star, Camden, N. J., and the Palace, Bethlehem, Pa., are now being handled by Milgram Booking and Buying Service. . . . Sam Stiefel had another rock 'n' roll stage show at his Uptown. . . . Independent distributor Jack Weiss and his wife are enjoying a vacation in Miami Beach, Fla. . . . "Young and Dangerous" was screened at Variety Club Tent 13 through the courtesy of 20th-Fox.

## PITTSBURGH

Howard G. Minsky, eastern sales manager, International Telemeter Corporation, was to be guest speaker at a special meeting of Allied Theatre Owners of Western Pennsylvania, here last week. Minsky was invited by the organization to discuss the Telemeter system of coin box television. The discussion was to include a question-and-answer period. The meeting was scheduled to be held at Western Pennsylvania Allied's headquarters.

## PORTLAND

Adult patrons were invited to drop their names, address, and telephone number in a "party box" in the Broadway to compete for a trip for two to New York to attend Mike Todd's party in Madison Square Garden. The event was advertised in daily papers and any adult, whether a theatre patron or not, was eligible. The promotion was arranged by Herb Royster, Broadway, Jack Matlack, United Artists representative, and Tom Walsh, Parker executive. . . . Walter Hoffman, Paramount, was in working on "Devil's Hairpin."

## ST. LOUIS

John B. Schwering, 63, Loew's Orpheum stagehand, died. . . . The Avenue, West Plains, Mo., owned by William Dean Davis, was to reopen with "The Ten Commandments," an earlier version of which opened the theatre when it was new in 1924. . . . The Rogers, Carbondale, Ill., is reopening on an art policy, operating weekends only. . . . The Princess, White Hall, Ill., closed, probably permanently. . . . Robert Foss took over operation of the Pantheon, Springfield, Ill., last month. . . . The new MITO executive committee will meet at headquarters here every fortnight, it was announced by president Eddie Clark. . . . Thompson Depue re-

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*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**PROJECTIONIST,** 8 years experience, married, sober, reliable, excellent references. Wife can cashier. Will relocate anywhere. Write or wire: **RALPH COX, 112 Townsend St., Bennetsville, S. C.** (1016)

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**MAN,** late thirties, now employed. 5 years theatre management plus 3 years part-time projectionist. Wife cashier 5 years. Will relocate anywhere in Philadelphia and surrounding areas. **BOX A109, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**MANAGER,** Conventional. Years of experience booking, buying, etc. Many years circuit experience. Presently employed; available two weeks' notice. Desires better opportunity. Philadelphia preferred. Excellent references. **BOX B109, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

**WANTED:** Managers and assistants for prominent New England drive-in circuit. Top year-round salaries. Personal interviews necessary. Replies strictly confidential. Call or write for appointment to: **MRS FRANCES HARDING, 22 Church St., Boston, Mass., HU 2-1636.** (109)

**HELP WANTED.** Manager for large all-year drive-in in metropolitan N.Y. area. Give all particulars and references in first letter including small picture and salary desired. **TURNPIKE THEATRE, 1454—51st St., Brooklyn 19, N. Y.** (1023)

**MANAGER,** ten years experience, available 30 days notice. Wants to relocate in Ottawa district, Canada. **BOX A1023, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

***Address all correspondence to—*** **The A-MAN Corner** **Motion Picture Exhibitor**
**246 North Clarion St., Phila. 7, Pa.**

cently succeeded Harold Holstlaw as Havana, Ill., city manager for Kerasotes Theatres. . . . The local premiere of "Search For Paradise" netted some $7,000 for the Sacred Heart Academy-Barat Hall endowment fund.

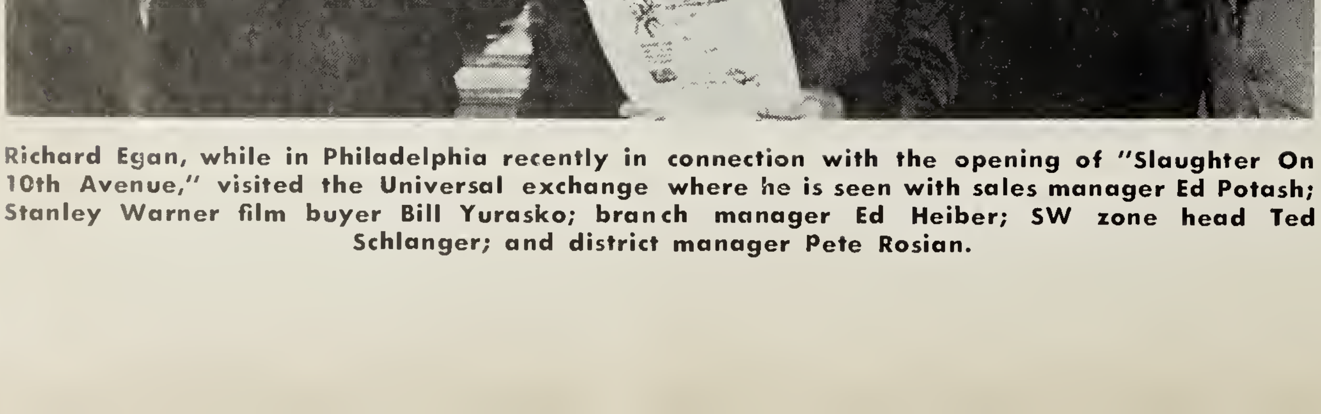
## SAN ANTONIO

Mrs. Elizabeth Gormley, 42, was treated in the Baptist Memorial Hospital for injuries sustained when a theatre screen fell on her. Mrs. Gormley, according to police, was attending a performance of "Bullfight" in the State, operated by the Interstate Theatre Circuit, when the screen collapsed. Three other spectators were slightly injured. Henry Bergman, manager, told police the screen measured 36 by 20 feet. . . . A theatre party sponsored by the San Antonio Theatre Guild was held in the Arts with over 350 orphans as guests. . . . James Hudgens, assistant branch manager, Columbia, Houston, was in with salesman Bob Mann. . . . Mrs. J. L. Greenwood, wife of the Joy manager, is at the Will Rogers Hospital, Saranac Lake, N. Y., undergoing treatment. . . . Manuel Womble, operator of the theatre at La Faria, Tex., has purchased the Maurillio, San Juan, Tex. . . . Travis T. Arnold has been appointed manager, Texas and Plaza and the Campus Drive-In, Sherman, Tex. Arnold succeeds H. C. Overt, who resigned the position after 33 years in the theatre business. Arnold has been associated with Rowley United Theatres for 18 years. . . . James W. Trantham has been named city manager, Rowley United Theatres, Hillsboro, Tex. For the past 11 years, he was at Sweetwater, Tex., for the circuit. . . . Jack Lilly, owner, Palace, Commerce, Tex., has instituted a novel idea for the benefit of patrons who wear glasses. He has installed dispensers of "Sight Savers," chemically-treated tissues to be used in removing spots and smudges from patrons' lenses, in the vestibule of the theatre. . . . Jack L. Reed, projectionist, Paramount, Abilene, Tex., operated by Interstate, died recently near Brownwood, Tex., while on a hunting trip.

## SAN FRANCISCO

In connection with the promotion of San Francisco's first annual International Film Festival, Irving M. Levin, coordinator for the Art Commission, which is sponsoring the fete, has flown to Europe. He will contact heads of motion picture distribution in Rome, Paris, London, and New York. The festival has been scheduled for a two-week period, starting Dec. 4.

**"Bambi" appeared in person recently at the Community, Morristown, N. J., in conjunction with the engagement of the Walt Disney-Buena Vista film. Paul Peterson, manager of the Walter Reade house, set up the "Bambi" animal display on the spacious lawn in front of the theatre.**



**Richard Egan, while in Philadelphia recently in connection with the opening of "Slaughter On 10th Avenue," visited the Universal exchange where he is seen with sales manager Ed Potash; Stanley Warner film buyer Bill Yurasko; branch manager Ed Heiber; SW zone head Ted Schlanger; and district manager Pete Rosian.**

## SEATTLE

The Roycroft, neighborhood house, closed recently, because of lack of business, and may not be reopened. The Council License Committee, however, recommended approval of a requested change of ownership of the 499-seat theatre, which involves a theatre-license transfer to K. Arthur Fox from Ackles and Ackles. . . . John Dyer, administrative secretary, Sterling Corporation, resigned. . . . Jerome Perry, Sterling artist, was recovering in Doctors' Hospital from a heart attack. . . . The big names in the recording industry will appear in the Biggest Show of Stars, to be seen in the Orpheum this week. The show will be brought here by Northwest Releasing. . . . Mayor Gordon S. Clinton has appointed four Seattle people to the Board of Theatre Supervisors, two of them reappointments. Newly named are H. Klyne Headley and Harrison L. Caldwell; reappointments were Ralph G. Grossman, member of the board since 1954 and now chairman, and John A. Peluso, named last year when the board was enlarged to 13 members. Caldwell and Headley will replace Mrs. Victor Zednick and Mrs. Thelma De Witty, whose terms are expiring.

The 45th Street will now be known as the Guild 45th, according to Bob Clark, manager, as the house switches over to first-run foreign films. In keeping with this decision, extensive redecoration has been done. There'll also be an art display, classical music between films, and free coffee and cigarets for patrons.

## Baltimore Tent Hosts "Get Acquainted" Night

**BALTIMORE, MD.—Variety Club, Tent 19, held a Get-Acquainted Night last fortnight in honor of the near-by Tents in Philadelphia, Washington, and New York.**

**A large contingent from these tents attended the affair and witnessed a "burlesque show" headed and produced by Freddie Sapperstein. Featured were "Tillie and Her Twirling Tassles," "Peaches LaRue," "Hinda Rose Lee and Her Flame Throwers," and others, all impersonated by members of the Tent and their wives.**

**Sapperstein was presented with a parchment achievement award for hosting the fine evening.**

**SECTION TWO • VOL. 58, No. 26**
**OCTOBER 23, 1957**

This yellow paper Check-Up is published every second week, alternating with the pink paper Reviews of all features and short subjects, as a special section of MOTION PICTURE EXHIBITOR. Every issue of the Check-Up serves as a complete reference index to all feature motion pictures and short subjects reviewed during the past year, plus the features from all sources that are known to be nearing completion. Combined, the yellow and pink sections represent a unique information service to theatremen, specially created and carefully maintained by the editors of—

MOTION PICTURE EXHIBITOR
246-48 N. Clarion St., Philadelphia 7, Pa.

# MOTION PICTURE EXHIBITOR SERVISECTION

***THE CHECK-UP of all features and short subjects reviewed during the preceding 12-month period***

## Allied Artists

**ATTACK OF THE CRAB MONSTERS** (5703)—MD—Richard Garland, Pamela Duncan—For the lower half—64m.—4-17-57—4313.

**BADGE OF MARSHAL BRENNAN, THE**—(5713)—W—Jim Davis, Arleen Whelan, Louis Jean Heydt—Average western—74m.—9-4-57—4373.

**BLONDE SINNER** (5635)—D—Diana Dors, Michael Craig—For the lawer half—72m.—2-6-57—4285—(B).

**CALYPSO JOE** (5711)—C—Herb Jeffries, Angie Dickinsan, Edward Kemmer—Lawer half entry with Calypso beat—76m.—9-18-57—4377—(B).

**CANYON RIVER** (5620)—W—George Montgomery, Marcia Henderson—Okay western—80m.—11-14-56—4249—DC—CS.

**CHAIN OF EVIDENCE** (5701)—MD—Bill Elliatt, James Lydan, Claudia Barrett—For the duallers—64m.—2-20-57—4289.

**CRUEL TOWER, THE** (5691)—MD—John Ericson, Mari Bianchard, Charles McGraw—Okay thriller far lawer half—80m.—1-9-57—4273—(B).

**DAUGHTER OF DR. JEKYLL** (5710)—MD—John Agar, Gloria Talbott, Arthur Shields—Dull and paintless horror yarn—71m.—8-21-57—4365—(B).

**DEATH IN SMALL DOSES** (5729)—MD—Peter Graves, Maia Powers—Exciting meller to perk up the pragram—79m.—8-21-57—4365.

**DESTINATION 60,000** (5715)—D—Preston Faster, Pat Conway, Jeff Donnell—Far the lower half—65m.—4349.

**DINO** (5721)—D—Sal Mineo, Brian Keith, Susan Kahner—Interesting yarn on juvenile delinquency—96m.—4349.

**DRAGOON WELLS MASSACRE** (5709)—W—Barry Sullivan, Dennis O'Keefe, Mona Freeman—Gaad, large scale western—88m.—6-12-57—4337—DC—CS.

**FIGHTING TROUBLE** (5623)—C—Huntz Hall, Stanley Clements, Adele Jergens—Lawer half filler—60m.—12-26-56—4265—(B).

**FOOTSTEPS IN THE NIGHT** (5708)—MD—Bill Elliatt, Dan Haggerty, Eleanar Tanin—Okay lawer half entry—62m.—4-3-57—4305.

**HIGH TERRACE** (5630)—MD—Dale Rabertson, Lais Maxwell, Derek Band—For the lower half—70m.—2-20-57—4289—English.

**HOLD THAT HYPNOTIST** (5706)—C—Huntz Hall, Stanley Clements, Jane Nigh—Average Bawery Boys series entry—61m.—3-20-57—4301.

**HOT ROD RUMBLE** (5717)—MD—Leigh Snowden, Richard Hartunian, Wright King—Lower half entry has teenage appeal—79m.—10-2-57—4381.

**HOT SHOTS** (5632)—C—Huntz Hall, Stanley Clements, Jal Lansing—Series average—61m.—2-20-57—4289.

**LAST OF THE BADMEN** (5705)—W—George Mantgamery, Keith Larsen, Meg Randall—Gaod, suspenseful western—80m.—3-6-57—4297—DC—CS.

**LET'S BE HAPPY** (5707)—MU—Tany Martin, Vera Ellen, Robert Flemyng—Light and entertaining—93m.—6-12-57—4337—TC—CS—English.

**LOVE IN THE AFTERNOON** (5719)—C—Gary Coaper, Audrey Hepburn, Maurice Chevalier—Highly entertaining comedy should have wide appeal—125m.—6-12-57—4337—(B).

**NOT OF THIS EARTH** (5704)—MD—Paul Birch, Beverly Garland, Margan Janes—Fair horrar meller—67m.—4-17-57—4313.

**OKLAHOMAN, THE** (5712)—W—Joel McCrea, Barbara Hale, Glaria Talbott—Good western—80m.—6-26-57—4341—DC—CS.

**PORTLAND EXPOSE**—MD—Edward Binns, Carolyn Craig—Tapical meller packs plenty of punch—72m.—9-4-57—4373—(B).

**ROSE BOWL STORY, THE**—(5204)—C—Marshall Thompsan, Vera Miles, James Dabsan—Reissue has angles—75m.—12-12-56—4261—Color—RE.

**SPOOK CHASERS** (5716)—C—Huntz Hall, Stanley Clements, Darlene Fields—Bawery Boys' series average—62m.—10-2-57—4381.

**STRANGE INTRUDER** (5619)—MD—Edmund Purdam, Ida Lupina, Ann Harding—Goad adult postwar meller—82m.—11-28-56—4257.

**SUDDEN DANGER** (5540)—MD—Bill Elliott, Tam Drake, Beverly Garland—Interesting programmer—65m.—1-11-57—4085.

**YOUNG GUNS, THE** (5623)—W—Russ Tamblyn, Gloria Talbott, Perry Lapez—Program western—84m.—11-14-56—4249—(B).

### TO BE REVIEWED

**AFFAIR IN HAVANA**—John Cassavetes, Raymond Burr, Sara Shane.
**AQUA DIVE GIRL** (5718)—Mara Corday, Pat Canway.
**BEAST OF BUDAPEST**—Michael Mills, Violet Rensing, Gerald Miltan.
**BRIDE AND THE BEAST, THE**—Lance Fuller, Charlotte Austin.
**COLE YOUNGER, GUNFIGHTER**—Frank Lovejoy, James Best, Abby Dalton—C—CS.
**CYCLOPS**—James Craig, Tom Drake, Lan Chaney, Glaria Talbott.
**DISEMBODIED, THE** (5720)—Paul Burke, Allison Hayes—(B).
**FROM HELL IT CAME**—Tod Andrews, Tina Carver.
**GUN BATTLE AT MONTEREY**—Sterling Hayden, Pamela Duncan.
**HONG KONG INCIDENT**—Jack Kelly, May Wynn, Richard Loo.
**HUNCHBACK OF NOTRE DAME** (5725)—Gina Lollobrigida, Anthony Quinn—France—TC—CS.
**LITTLE RASCALS VARIETY SHOW**—Little Rascals' compilation.
**LOOKING FOR DANGER**—Bowery Boys.
**MAN FROM MONTEREY**—Sterling Hayden, Pamela Duncan, Ted DeCarsia.
**NAKED IN THE SUN**—James Craig, Lita Milan, Barton MacLane—Colar.
**NEVER LOVE A STRANGER**—John Drew Barrymore, Lita Milan.
**NEW DAY AT SUNDOWN**—George Mantgomery, Susan Cummings—Calar—CS.
**ON THE MAKE**—Bowery Boys.
**OREGON PASSAGE**—John Ericsan, Lala Albright—Calor—CS.
**PAGANS, THE**—Pierre Cressoy, Helene Remy—(Italian-made).
**PERSUADER, THE** (5714)—William Talman, Kristine Miller, James Craig.
**SABU AND THE MAGIC RING**—Sabu, Daria Massey.
**STORM OUT OF THE WEST** (5702)—Dale Rabertsan, Brian Keith, Rassana Rory.
**TALL STRANGER, THE**—Jael McCrea, Virginia Maya—Calar—CS.
**TEENAGE DOLL**—June Kenney, Fay Spain, John Brinkley—(B).
**UNDERSEA GIRL**—Mara Corday, Pat Conway.
**UP IN SMOKE**—Bowery Boys.

## American International

**CAT GIRL**—MD—Barbara Shelley, Robert Ayres, Kay Callard—Mediocre harrar film—69m.—4381—10-2-57—English.

**DRAGSTRIP GIRL**—MD—Fay Spain, Steve Terrell—Programmer with teen-age appeal—70m.—6-26-57—4341—(B).

**FLESH AND THE SPUR**—W—John Agar, Tauch Cannors, Marla English—Average western—80m.—3-6-57—4297—PatheColor—(B).

**I WAS A TEENAGE WEREWOLF**—MD—Michael Landan, Yvanne Lime—Okay horrar entry—76m.—9-4-57—4373—(B).

**INVASION OF THE SAUCER-MEN**—MD—Steve Terrell, Glaria Castillo—Science fictian entry with and far teeners—70m.—9-4-57—4373.

**IT CONQUERED THE WORLD**—MD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—10-31-56—4245.

**NAKED PARADISE**—MD—Richard Denning, Beverly Garland, Leslie Bradley—Okay supparting feature—71m.—2-20-57—4289—Color—(B).

**ROCK ALL NIGHT**—MUMD—Dick Miller, Abby Daltan—Lawer half filler—63m.—6-26-57—4341.

**RUNAWAY DAUGHTERS**—D—Marla English, John Litel, Anna Sten—For the lawer half—88m.—11-14-56—4249—(B).

**SHAKE, RATTLE AND ROCK**—MU—Fats Domina, Lisa Gaye, Touch Cannors—Exploitable pragrammer—77m.—11-14-56—4249.

**SHE CREATURE, THE**—MD—Chester Morris, Marla English, Tom Conway—Lawer half filler—77m.—10-31-56—4245.

**UNDEAD, THE**—MD—Pamela Duncan, Richard Garland, Allison Hayes—Overly involved horror entry—71½m.—4-3-57—4305.

**VOODOO WOMAN**—MD—Marla English, Tam Conway, Tauch Cannars—Inferior lawer half entry—75m.—4-3-57—4305.

### TO BE REVIEWED

**AMAZING COLOSSAL MAN, THE**—Glenn Langan, William Hudsan.
**MOTORCYCLE GANG**—Anne Neyland, Steve Terrell, John Ashley.
**REFORM SCHOOL GIRL**—Gloria Castillo.
**ROCK AROUND THE WORLD**—Tommy Steele—English.
**SORORITY GIRL**—Susan Cabat, Barbara O'Neill, Dick Miller.
**VIKING WOMEN**—Kipp Hamilton, Irish McCalla, Susan Cabat.

## Associated

**MAN BEAST**—MD—Rock Madison, Virginia Maynar, Tom Maruzzi—For the lower half—62m.—2-20-57—4290.

**NAKED GUN**—W—Willard Parker, Mara Carday, Barton MacLane—Lower half western—69m.—4-3-57—4305.

## Buena Vista

**BAMBI**—CAR—Reissue is topflight disney—71m.—7-24-57—4357—TC—RE.

**CINDERELLA**—CAR—Reissue is topnotch Disney—74m.—1-9-57—4273—TC—RE.

**IF ALL THE GUYS IN THE WORLD . . .**—D—Andre Valmy, Jean Gaven, Marc Casset—Exciting import—95m.—5-1-57—4317—French—Titles.

**JOHNNY TREMAIN**—MD—Hal Stalmaster, Luana Patten, Jeff York—Family entry has colorful Revalutionary War background—80m.—5-15-57—4325—TC.

**PERRI**—DOC—A Walt Disney presentatian—Another Disney triumph—75m.—9-18-57—4377—TC.

**SECRETS OF LIFE**—DOC—Walt Disney True-Life Adventure—Cammendable educational effort, dubiaus entertainment subject—75m.—10-31-56—4241—TC—Part CS.

**WESTWARD HO, THE WAGONS**—W—Fess Parker, Kathleen Crowley, Jeff York—Attractive western, especially for younger set—90m.—12-26-56—4265—TC—CS.

## KEY

Letters in parenthesis ( ) indicate Catholic Legian of Decency ratings where the picture is classified either objectianable in part for all (B) or condemned (C). Films withaut such a rating are either unabjectionable ar unclassified by the Legion.

Number in parenthesis ( ) fallawing titles indicates praduction release number. Following running time is date and page af review.

Abbreviations following release number indicate type of picture:

C—Comedy
CAR—Cartaon
COMP—Campilation
D—Drama
DOC—Dacumentary
MD—Meladrama
MU—Musical
NOV—Novelty
TRAV—Travelogue
W—Western

Other abbreviations indicate projection and calar processes:

CS—CinemaScope
DC—DeLuxe Color
EC—Eastman Calor
MC—MetraColor
NA—Naturama
RS—Regalscope
SS—SuperScope
TC—Technicolar
TE—Technirama
TR—Trucolar
VV—VistaVisian
WC—WarnerColar

All reissues, both features and shorts, are indicated by RE.

**YANG KWEI FEI**—D—Japanese cast—For the art spots—92m.—10-31-56—4241—EC—Japanese—Titles.

### TO BE REVIEWED

**LIGHT IN THE FOREST, THE**—Fess Parker, James MacArthur, Carol Lynley—TC—(Disney).
**MISSOURI TRAVELER**—Brandon DeWilde, Gary Merrill—TC—(Whitney).
**OLD YELLER**—Fess Parker, Jeff York, Dorothy McGuire—TC.
**SLEEPING BEAUTY**—Walt Disney—TC—TE.
**YOUNG LAND, THE**—Patrick Wayne, Patricia Craig, Dan O'Herlihy—TC.

## Columbia

**ABANDON SHIP** (139)—D—Tyrone Power, Mai Zetterling, Lloyd Nolan—Highly interesting drama—100m.—4-3-57—4306—English.

**BEYOND MOMBASA** (142)—D—Cornel Wilde, Donna Reed—Satisfactory programmer—90m.—5-29-57—4333—TC.

**BROTHERS RICO, THE**—(211)—MD—Richard Conte, Dianne Foster, Larry Gates—The syndicate strikes again—91m.—9-4-57—4373.

**BURGLAR, THE** (143)—MD—Dan Duryea, Jayne Mansfield, Martha Vickers—Mansfield name will help over-involved program meller—90m.—5-1-57—4317—(B).

**CALYPSO HEAT WAVE** (147)—MU—Johnny Desmond, Merry Anders, Meg Myles—Plenty of appeal for youthful Calypso-maniacs—86m.—6-12-57—4337—(B).

**DOMINO KID** (215)—W—Rory Calhoun, Kristine Miller—Good western—74m.—8-21-57—4365—(B).

**DON'T KNOCK THE ROCK** (125)—MU—Bill Haley and Comets, Alan Dale, Patricia Hardy—For the rock 'n' roll addicts or as filler for the lower half—80m.—12-26-56—4265.

**FIRE DOWN BELOW** (201)—D—Rita Hayworth, Robert Mitchum—Colorful, slightly off-beat drama benefits from top name values—116m.—5-29-57—4333—TC—CS—(B).

**FULL OF LIFE** (130)—C—Judy Holliday, Richard Conte, Salvadore Baccaloni—Highly enjoyable entertainment—91m.—12-26-56—4265.

**GARMENT JUNGLE** (144)—MD—Lee J. Cobb, Gia Scala—Tough pro-union story is hard hitting melodrama; but will need push—88m.—5-1-57—4317.

**GIANT CLAW, THE** (146)—MD—Jeff Morraw, Mara Corday—Lower half filler—76m.—6-26-57—4341.

**GUNS FOR FORT PETTICOAT, THE** (131)—W—Audie Murphy, Kathryn Grant, Hope Emerson—Good action programmer—82m.—3-20-57—4301—TC.

**HARLEM GLOBETROTTERS, THE**—(218)—NOV—Thomas Gomez, Dorothy Dandridge, Harlem Globetrotters—Reissue is good sports show for some spots—80m.—10-2-57—4381—RE.

**HEART OF SHOW BUSINESS, THE** (0199)—DOC—Produced and directed by Ralph Staub—Excellent story of Variety Clubs International—40m.—5-29-57—4333—TC.

**HELLCATS OF THE NAVY** (141)—D—Ronald Reagan, Nancy Davis, Arthur Franz—Okay programmer of submarine warfare—82m.—5-1-57—4317.

**JEANNE EAGELS**—204—D—Kim Novak, Jeff Chandler, Agnes Moorehead—Highly interesting, well-made biographical drama—109m.—7-24-57—4357—(B).

**LAST MAN TO HANG, THE** (117)—D—Tom Conway, Elizabeth Sellars, Freda Jackson—For the lower half—75m.—11-14-56—4250—English.

**MAGNIFICENT SEVEN, THE**—MD—Japanese cast—Very good entry for art and specialty spots—158m.—1-23-57—4277—Japanese—Titles—(B).

**MAN WHO TURNED TO STONE, THE** (134)—MD—Victor Jory, Ann Doran, Charlotte Austin—Average horror entry for the duallers—71m.—2-20-57—4290—(B).

**NIGHTFALL** (127)—MD—Aldo Ray, Brian Keith, Anne Bancroft—Suspenseful meller should be welcome addition to the program—78m.—12-12-56—4261.

**NIGHT THE WORLD EXPLODED, THE** (145)—MD—Kathryn Grant, William Leslie—Science fiction meller for the duallers—64m.—6-26-57—4341.

**NO TIME TO BE YOUNG** (206)—MD—Robert Vaughn, Roger Smith, Dorothy Green—Ordinary dualler on delinquency theme—82m.—8-7-57—4361.

**OPERATION MAD BALL**—C—Jack Lemmon, Kathryn Grant, Mickey Rooney—Very funny comedy—105m.—9-4-57—4374.

**PAL JOEY**—MU—Rita Hayworth, Frank Sinatra, Kim Novak—Highly enjoyable entertainment—111m.—9-18-57—4377—TC.

**PAPA, MAMA, THE MAID, AND I**—C—Robert Lamoureaux, Gaby Morlay—One of the better French farces for the art houses—94m.—10-31-56—French—Titles and Narration.

**PARSON AND THE OUTLAW, THE**—(212)—W—Anthony Dexter, Marie Windsor, Buddy Rogers—Religious western for duallers—71m.—9-4-57—4374.

**PHANTOM STAGECOACH, THE** (137)—W—William Bishop, Kathleen Crowley, Richard Webb—Mediocre western for the duallers—69m.—4-13-57—4306.

**PICKUP ALLEY** (208)—MD—Victor Mature, Anita Ekberg, Trevor Howard—Fast meller should please action fans—92m.—8-7-57—4361—CS.

**RIDE THE HIGH IRON** (128)—D—Don Taylor, Sally Forrest, Raymond Burr—Lower half entry—74m.—12-12-56—4261.

**ROGUES OF SHERWOOD FOREST** (1072)—D—John Derek, Diana Lynn, George Macready—Reissue is okay adventure programmer—80m.—10-31-56—4241—RE.

**RUMBLE ON THE DOCKS** (124)—D—James Darren, Laurie Carroll—Average meller of 'teen-age violence will appeal most to 'teen-age audiences—82m.—2-20-57—4290—(B).

**SEVENTH CAVALRY, THE** (121)—MD—Randolph Scott, Barbara Hale, Jay C. Flippin—Okay outdoor meller—75m.—10-31-56—4241—TC.

**SHADOW ON THE WINDOW, THE** (133)—MD—Phil Carey, Betty Garrett, John Barrymore, Jr.—Okay programmer—73m.—3-6-57—4297.

**SIERRA STRANGER** (140)—W—Howard Duff, Gloria McGhee, Dick Foran—Mediocre western—74m.—5-15-57—4325.

**STRANGE ONE, THE** (138)—D—Ben Gazzara, Pat Hingle, Mark Richman—Filmization of play and novel is off-beat and interesting—97m.—4-3-57—4206—(B).

**STORY OF ESTHER COSTELLO, THE**—(214)—MD—Joan Crawford, Rosanno Brazzi, Heather Sears—Good Crawford entry is made to order for the ladies—103m.—10-2-57—4381—English—(B).

**SUICIDE MISSION** (123)—DOC—Leif Larsen—Lower half entry—70m.—11-14-56—4250—Filmed in Norway and Shetland Islands.

**TALL T, THE** (136)—W—Randolph Scott, Maureen O'Sullivan, Richard Boone—Good Scott entry should please western and action fans—78m.—4-3-57—4306—TC.

**TEN TALL MEN** (119)—MD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Reissue is good adventure yarn—97m.—10-31-56—4242—TC—RE.

**TIJUANA STORY, THE**—(220)—MD—Rodolfo Asosta, James Darren, Jean Willes—For the lower half—72m.—10-16-57—4389.

**TOWN ON TRIAL** (207)—MD—John Mills, Barbara Bates, Charles Coburn—For lower half 95m.—4349—English—(B).

**TOREROI**—DOC—Luis Procuna—Okay bullfight picture—75m.—4349—Mexican—English narration.

**3:10 TO YUMA** (210)—W—Glenn Ford, Van Heflin, Felicia Farr—Well-made yarn has action and suspenseful drama—92m.—8-21-57—4365.

**20 MILLION MILES TO EARTH** (202)—MD—William Hopper, Joan Taylor—Mediocre science fiction feature for the duallers—82m.—6-12-57—4337.

**27TH DAY, THE** (203)—MD—Gene Barry, Valerie French—Good science fiction programmer—75m.—5-29-57—4333.

**UTAH BLAINE** (129)—W—Rory Calhoun, Susan Cummings, Angela Stevens—Average western fare for the duallers—75m.—1-23-57—4277.

**WHITE SQUAW, THE** (116)—W—David Brian, May Wynn, William Bishop—For the lower half—75m.—10-31-56—4242.

**WICKED AS THEY COME** (132)—MD—Arlene Dahl, Phil Carey, Herbert Marshall—Fair meller for the program—94m.—1-9-57—4273—(B)—English.

**WOMAN OF THE RIVER** (213)—D—Sophia Loren, Gerard Oury—Can go in either the art spots or regulation houses—92m.—8-21-57—4365—Italy-English dubbing—TC—(B).

**YOUNG DON'T CRY, THE**—205—D—Sal Mineo, James Whitmore, J. Carrol Naish—Mineo should draw teenagers—89m.—7-24-27—4357.

**ZARAK** (126)—MD—Victor Mature, Michael Wilding, Anita Ekberg—Colorful action packed adventure should have wide appeal—99m.—12-26-56—4266—TC—CS—(B).

**ZOMBIES OF MORA TAU** (135)—MD—Grega Palmer, Allison Hayes, Autumn Russell—Mild horror entry for the duallers—70m.—3-6-57—4297—(B).

### TO BE REVIEWED

**ADMIRABLE CRICHTON, THE**—Kenneth More, Diane Cilento—TC—English.
**BITTER VICTORY**—Richard Burton, Kurd Jurgens—CS.
**BONJOUR TRISTESSE**—David Niven, Deborah Kerr—Color—CS.
**BRIDGE ON THE RIVER KWAI, THE**—William Holden, Alec Guinness—TC—CS.
**COWBOY**—Glenn Ford, Jack Lemmon, Anna Kashfi—Color.
**DECISION AT SUNDOWN**—Randolph Scott, Valerie French—TC.
**ESCAPE FROM SAN QUENTIN**—Johnny Desmond, Merry Anders, Peggy Maley.
**GIDEON'S DAY**—Jack Hawkins, Anna Lee—England.
**GODDESS, The**—Kim Stanley, Lloyd Bridges, Steve Hill.
**GOING STEADY**—Molly Bee, Alan Reed, Jr., Irene Hervey.
**HARD MAN, THE**—Guy Madison, Valerie French—TC.
**HIGH FLIGHT**—Ray Milland, Sean Kelley, Anthony Newley—TC—CS—English.
**HOW TO MURDER A RICH UNCLE**—Nigel Patrick, Charles Coburn, Wendy Hiller—CS—English.
**KEY, THE**—William Holden, Sophia Loren, Trevor Howard—CS.
**LINE-UP, THE**—Eli Wallach, Robert Keith, Mary LaRoche.
**LONG HAUL, THE**—Victor Mature, Diana Dors—English—(B).
**NIGHT OF THE DEMON**—Dana Andrews, Peggy Cummins—English.
**NO TIME TO DIE**—Victor Mature, Leo Genn.
**OTHER LIFE OF LYNN STUART, THE**—Betsy Palmer, Jack Lord.
**RESCUE AT SEA**—Gary Merrill, Nancy Davis, Irene Hervey.
**RETURN TO WARBOW**—Phil Carey, William Leslie, Catherine McLeod—Color.
**SCREAMING MIMI**—Anita Ekberg, Phil Carey, Gypsy Rose Lee.
**SEVENTH VOYAGE OF SINBAD, THE**—Kerwin Mathews, Kathryn Grant—Color.
**SHE PLAYED WITH FIRE**—Jack Hawkins, Arlene Dahl, Dennis Price—English.
**SNORKEL, THE**—Peter Van Eyck, Betta St. John.
**THIS BITTER EARTH**—Silvano Mangano, Richard Conte, Anthony Perkins—TE.
**TRIAL OF CAPTAIN BARRETT, THE**—Edmond O'Brien, Mona Freeman.

## Continental

**BROTHERS IN LAW**—C—Richard Attenborough, Ian Carmichael, Jill Adams—Humorous import—90m.—10-16-57—4389—English.

**FRENCH THEY ARE A FUNNY RACE, THE**—C—Jack Buchanan, Martine Carol, Noel-Noel—Not so hilarious satire for art spots—82m.—8-21-57—4366—English—French.

**LOVE LOTTERY, THE**—C—David Niven, Peggy Cummins, Anne Vernon—Lightweight English farce—89m.—2-20-57—4293—TC—English.

**MAID IN PARIS**—C—Dany Robin, Daniel Gelin, Tilda Thamar—Fair comedy for art spots—83m.—8-21-57—4366—English titles—French—(C).

**RAISING A RIOT**—C—Kenneth More, Shelagh Frazer—Humorous import—90m.—8-21-57—4366—England—TC.

**SECRETS OF THE REEF**—DOC—Photographed, directed and edited by Lloyd Ritter, Robert Young and Murray Lerner—Intriguing entry of life under water—72m.—10-31-56—4245—EC.

**SNOW WAS BLACK, THE**—D—Daniel Gelin, Marie Mansart, Valentina Tessier—Well-made off-beat entry for art spots—105m.—11-28-56—French—Titles—(C).

## DCA

(Distributors Corporation Of America)

**BABY AND THE BATTLESHIP, THE**—C—John Mills, Richard Attenborough, Martyn Garrett—Fairly amusing British farce—96m.—4-3-57—4306—EC—English.

**BATTLE HELL**—MD—Richard Todd, William Hartnell, Akim Tamiroff—Excellent recreation of British naval exploit—110m.—5-15-57—4325—English.

**BERMUDA AFFAIR**—D—Kim Hunter, Gary Merrill, Ron Randell—Program material—88m.—6-26-57—4342—English.

**COLDITZ STORY, THE**—MD—John Mills, Eric Portman, Frederick Valk—Interesting English prisoners of war story—97m.—5-1-57—4318—English.

**GOLD OF NAPLES**—COMP—Toto, Sophia Loren, Vittorio DeSica, Silvano Mangano—Entertaining import for art sports—107m.—3-20-57—4301—(B)—Italian—Titles.

**GREEN MAN, THE**—C—Alastair Sim, George Cole, Jill Adams—Fair screwball comedy—80m.—6-26-57—4342—English—(B).

**HALF HUMAN**—MD—John Carradine—Horror entry for exploitation program—70m.—5-29-57—4333—Japanese; English narration and dialogue.

**JOHN AND JULIE**—C—Colin Gibson, Lesley Dudley—Light weight but charming adventures of children off to see Coronation—82m.—6-26-57—4342—EC—English.

**MILLER'S BEAUTIFUL WIFE, THE**—C—Vittorio DeSica, Sophia Loren—Saucy, sexy farce for adults—95m.—10-16-57—4389—CS—TC—Italian-Titles—(C).

**MONSTER FROM GREEN HELL**—MD—Jim Davis, Barbara Turner—Horror item for lower half—71m.—5-29-57—4334.

**1,000 YEARS FROM NOW**—MD—Robert Clarke, Margaret Field—Reissue of "Captive Women" should be exploitable—65m.—4-3-57—4307—RE.

**ROCK, ROCK, ROCK**—MU—Tuesday Weld, Alan Freed, Frankie Lyman—Picture with the beat, okay dualler—83m.—12-26-56—4266.

**SCANDAL IN SORRENTO**—C—Vittorio De Sica, Sophia Loren—Cute entry from abroad—92m.—4350—TC—CS—Italian; dubbed in English—(B).

**SILKEN AFFAIR, THE**—C—David Niven, Genevieve Page—Amusing English comedy has Niven name—96m.—9-4-57—4374—English—(RKO).

**WOMAN OF ROME**—D—Gina Lollobrigida, Daniel Gelin, Franco Fabrizi—For the art spots or sexploitation houses—93m.—1-23-57—4277—(C)—Italian—Dubbed in English.

### TO BE REVIEWED

**BLUE PETER, THE**—Kieron Moore, Greta Gynt—English.
**CHILD'S PLAY**—Mona Washbourne, Peter Martyn.
**DEVIL'S GENERAL, THE**—Curt Jurgens, Marianne Cook—German-English titles—(B).
**END OF THE ROAD, THE**—Edward Chapman, George Merritt, Eugene Leary.
**EVERY SECOND COUNTS**—Barbara Lagge, Dominque Wilms—French-English titles—(B).
**HELL IN KOREA**—Stanley Baker, George Baker—English.
**LOSER TAKES ALL**—Rosanno Brazzi, Glynis Johns—EC—CS—English—(B).
**MADEMOISELLE STRIPTEASE**—Brigitte Bardot, Daniel Gelin—French-English titles—(C).
**ORDERS ARE ORDERS**—Margot Grahame, Maureen Swanson—English.
**UNNATURAL**—Hildegarde Neff, Eric Von Stroheim.
**WIDOW, THE**—Patricia Roc, Akim Tamiroff—English—(B).

## MGM

**ACTION OF THE TIGER** (801)—MD—Van Johnson, Martine Carol—Confusing meller—98m.—8-21-57—4366—TC—CS—(B).

**BARRETTS OF WIMPOLE STREET, THE** (718)—MD—Jennifer Jones, John Gielgud, Bill Travers—Fine film version of classic—105m.—1-23-57—4277—MC—CS—English.

**BOOM TOWN** (704)—MD—Clark Gable, Spencer Tracy, Claudette Colbert—Reissue has the names and excitement—120m.—10-31-56—4242—RE.

**BOYS' TOWN** (716)—MD—Spencer Tracy, Mickey Rooney, Henry Hull—Reissue of topnotch family meller—96m.—1-23-57—4278—RE.

**BRIDE GOES WILD, THE** (732)—C—Van Johnson, June Allyson—Reissue of topnotch comedy—98m.—5-29-57—4334—RE.

**DECISION AGAINST TIME** (739)—D—Jack Hawkins, Elizabeth Sellars—Tense, well-made English drama—87m.—4350—English.

**DESIGNING WOMAN** (724)—C—Gregory Peck, Lauren Bacall, Dolores Gray—Impressive comedy has angles—117m.—3-20-57—4301—MC—CS—(B).

**EDGE OF THE CITY** (714)—D—John Cassavetes, Sidney Poitier, Kathleen Maguire—Off-beat drama has merit and many angles—85m.—1-9-57—4273.

**GASLIGHT** (725)—MD—Charles Boyer, Ingrid Bergman, Joseph Cotten—Names will make the difference in this reissue—113m.—4-3-57—4307—RE.

**GREAT AMERICAN PASTIME, THE** (710)—CD—Tom Ewell, Anne Francis, Ann Miller—Fairly amusing entry—89m.—11-28-56—4257.

**GREEN DOLPHIN STREET** (715)—D—Lana Turner, Van Heflin, Donna Reed—Reissue has names to help—141m.—1-23-57—4278—RE.

**GUN GLORY** (740)—W—Stewart Granger, Rhonda Fleming—Interesting western for the program—89m.—4350—MC—CS.

**HAPPY ROAD, THE**—(741)—C—Gene Kelly, Barbara Laage, Bobby Clark, Brigitte Fassey—Fine family fare—100m.—2-6-57—4285.

**HIRED GUN, THE** (803)—W—Rory Calhoun, Anne Francis—Good western—64m.—9-18-57—4377—CS.

**HOT SUMMER NIGHT** (719)—MD—Leslie Nielsen, Colleen Miller, Edward Andrews—interesting program entry—86m.—2-6-57—4285.

**HOUSE OF NUMBERS**—(802)—D—Jack Palance, Barbara Lang, Harold J. Stone—Good program material—92m.—4350—CS—(B).

**INVISIBLE BOY, THE** (805)—MD—Richard Eyer, Philip Abbott, Diane Brewster—Program entry—85m.—10-16-57—4389.

**IRON PETTICOAT, THE** (712)—C—Bob Hope, Katharine Hepburn, Noelle Middleton—Fairly amusing Hope entry—87m.—1-9-57—4274—TC—VV—(B).

**LES GIRLS**—MU—Gene Kelly, Mitzi Gaynor, Kay Kendall, Taina Elg—Money musical—116m.—10-2-57—4382—MC—CS—(B).

**LITTLE HUT, THE** (730)—C—Ava Gardner, Stewart Granger, David Niven—Sophisticated comedy has cast draw—90m.—5-15-57—4326—EC.

**LIVING IDOL, THE** (736)—D—Steve Forrest, Lilliane Montevecchi, James Robertson Justice—Colorful drama has angles—101m.—5-15-57—4326—EC—CS.

**LIZZIE** (722)—D—Eleanor Parker, Richard Boone, Joan Blondell—Psychological entry of a girl and her problems proves interesting—81m.—3-6-57—4298—(B).

**MAN ON FIRE** (735)—D—Bing Crosby, Inger Stevens. Mary Fickett—High rating drama—95m.—6-12-57—4338—(B).

**MARIE ANTOINETTE** (708)—D—Norma Shearer, Tyrone Power, John Barrymore—Reissue should have value as museum piece—149m.—11-14-56—4250—RE.

**MUTINY ON THE BOUNTY** (711)—MD—Charles Laughton, Clark Gable, Franchot Tone—Reissue should do okay as museum piece—133m.—12-12-56—4261—RE.

**OUR VINES HAVE TENDER GRAPES** (733)—D—Edward G. Robinson—105m.—5-29-57—4334—RE.

**POSTMAN ALWAYS RINGS TWICE, THE** (726)—MD—Lana Turner, John Garfield, Cecil Kellaway—Names will send reissue into high grasses—113m—4-3-57—4307—RE.

**RAINTREE COUNTY**—D—Montgomery Clift, Elizabeth Taylor, Eva Marie Saint—Highly impressive film—182m.—10-16-57—4389—TC-Camera 65.

**SEVENTH SIN, THE** (731)—D—Eleanor Parker, Bill Travers, George Sanders—Romantic drama offers much for femmes—94m.—5-29-57—4334—CS.

**SILK STOCKINGS** (737)—MU—Fred Astaire, Cyd Charisse, Janis Paige—High rating musical comedy—117m.—5-29-57—4334—MC—CS—(B).

**SLANDER** (717)—D—Van Johnson, Ann Blyth, Steve Cochran—Topical drama has powerful indictment of scandal magazines—81m.—12-26-56—4266.

**SOMETHING OF VALUE** (738)—MD—Rock Hudson, Dana Wynter, Sidney Poitier—Highly Interesting adventure tale of modern Africa and its peoples—113m.—5-1-57—4318.

**TALE OF TWO CITIES, A** (707)—D—Ronald Colman, Elizabeth Allan, Reginald Owen—Reissue should have value as museum piece—128m.—11-14-56—4250—RE.

**TARZAN AND THE LOST SAFARI** (728)—MD—Gordon Scott, Robert Beatty, Yolande Donlan—New Tarzan entry will please fans—80m.—4-3-57—4307—TC—English.

**TEAHOUSE OF THE AUGUST MOON, THE** (713)—C—Marlon Brando, Glenn Ford, Machiko Kye—Highly amusing entry—123m.—10-31-56—4242—MC—CS.

**TEN THOUSAND BEDROOMS** (723)—C—Dean Martin, Anna Maria Alberghetti, Eva Bartok—Amusing entry has angles—114m.—2-20-57—4290—MC—CS.

**THIS COULD BE THE NIGHT** (729)—C—Jean Simmons, Paul Douglas, Anthony Franciosa—Delightful entertainment—103m.—4-17-57—4313—CS—(B).

**TIP ON A DEAD JOCKEY**—738—MD—Robert Taylor, Dorothy Malone, Gia Scala—Interesting meller has good name values—98m.—7-24-57—4357—CS.

**UNTIL THEY SAIL** (804)—D—Jean Simmons, Joan Fontaine, Paul Newman—Names may help slow moving adult war story with feminine slant—95m.—10-16-57—4390—CS—(B).

**VINTAGE, THE** (727)—D—Pier Angeli, Mel Ferrer, John Kerr—High rating drama features excellent performances—90m.—3-20-57—4302—MC—CS.

**WINGS OF EAGLES, THE** (720)—D—John Wayne, Dan Dailey, Maureen O'Hara—High rating entry of men and the U. S. Navy—110m.—2-6-57—4285—MC.

### TO BE REVIEWED

**BAY THE MOON**—Jose Ferrer, Gena Rowlands, Jim Backus.

**BROTHERS KARAMAZOV, THE**—Yul Brynner, Maria Schell, Lee J. Cobb—MC.

**DON'T GO NEAR THE WATER**—Glenn Ford, Gia Scala, Anne Francis—MC—CS—(B).

**CRY TERROR**—James Mason, Rod Steiger, Inger Stevens.

**GIGI**—Maurice Chevalier, Leslie Caron, Louis Jourdan—C—CS.

**I ACCUSE**—Jose Ferrer, Viveca Lindfors, Anton Walbrook—English.

**JAILHOUSE ROCK**—Elvis Presley, Judy Tyler—CS.

**MERRY ANDREW**—Danny Kaye, Pier Angeli—MC—CS.

**MOCK TRIAL**—Dean Jones, Joan O'Brien, Thomas Mitchell.

**SADDLE THE WIND**—Robert Taylor, John Cassavetes, Julie London.

**SAFECRACKER, THE**—Ray Milland, Jeannette Sterke—England.

**SEVEN HILLS OF ROME**—Mario Lanza, Marisa Allasio—Italian-made.

**SHEEPMAN, THE**—Glenn Ford, Shirley MacLaine, Leslie Neilsen—C—CS.

**UNDERWATER WARRIOR**—Dan Dailey, Claire Kelly, James Gregory—CS.

## Paramount

**BEAU JAMES** (5612)—D—Bob Hope, Vera Miles, Paul Douglas, Alexis Smith—Latest Bob Hope entertains—105m.—6-12-57—4338—TC—VV—(B).

**BUSTER KEATON STORY, THE** (5609)—C—Donald O'Connor, Ann Blyth, Rhonda Fleming—Entertaining biographic film should have nostalgic appeal—91m.—4-17-57—4313—VV.

**DELICATE DELINQUENT, THE** (5613)—C—Jerry Lewis, Darren McGavin, Martha Hyer—Interesting Jerry Lewis entry—101m.—4350—VV.

**DEVIL'S HAIRPIN, THE** (5704)—D—Cornel Wilde, Jean Wallace, Arthur Franz—For the lower half—82m.—4390—TC—VV—(B).

**FEAR STRIKES OUT** (5607)—D—Anthony Perkins, Karl Malden, Norma Moore—Interesting drama—100m.—2-6-57—4286—VV.

**FOR WHOM THE BELL TOLLS** (5614)—D—Gary Cooper, Ingrid Bergman, Akim Tamiroff—Reissue of one of the industry's great films—130m.—5-15-57—4326—TC—RE.

**FUNNY FACE** (5608)—MU—Audrey Hepburn, Fred Astaire, Kay Thompson—Highly entertaining musical—103m.—2-20-47—4291—TC-VV.

**GUNFIGHT AT THE OK CORRAL** (5610)—MD—Burt Lancaster, Kirk Douglas, Rhonda Fleming—Super western rates high—122m.—5-15-57—4326—TC—VV.

**HOLLYWOOD OR BUST** (5605)—C—Dean Martin, Jerry Lewis, Anita Eckberg—Average Martin and Lewis—95m.—12-12-56—4262—TC—VV—(B).

**JOKER IS WILD, THE**—(5705)—D—Frank Sinatra, Mitzi Gaynor, Jeanne Crain—Joe E. Lewis' biography is entertaining—123m.—10-2-57—4382—VV—(B).

**JUMPING JACKS**—(R5732)—C—Dean Martin, Jerry Lewis, Mona Freeman—Reissue should ride into the better money—103m.—10-2-57—4382—RE.

**LONELY MAN, THE** (5611)—D—Jack Palance, Anthony Perkins, Elaine Aiken—Outdoor action yarn is good program entry—87m.—5-15-57—4326—VV.

**LOVING YOU** (5616)—D—Elvis Presley, Lisabeth Scott, Wendell Corey—Elvis Presley rides high on the hawg—101m.—4350—TC—VV—(B).

**LUCY GALLANT** (5504)—MD—Jane Wyman, Charlton Heston, Claire Trevor, Thelma Ritter—Interesting and well-made entry—104m.—10-19-56—4046—TC—VV.

**OMAR KHYYAM**—5615—D—Cornel Wilde, Debra Paget, Michael Rennie—Colorful drama of days of old—101m.—8-7-57—4361—TC-VV.

**RAINMAKER, THE** (5606)—D—Burt Lancaster, Katherine Hepburn, Wendell Corey—High rating entry—121m.—1-9-57—4274—TC—VV—(B).

**SAILOR BEWARE**—(R5731)—C—Dean Martin, Jerry Lewis, Corinne Calvet—Reissue should register—96m.—10-2-57—4382—RE.

**SHORT CUT TO HELL**—(5702)—MD—Robert Ivers, Georgann Johnson, William Bishop—Re-make is effective meller for the program—87m.—10-2-57—4382—VV—(B).

**STOWAWAY GIRL**—(5701)—D—Trevor Howard, Elsa Martinelli, Pedro Armendariz—For the program—87m.—10-2-57—4382—English—(B).

**TIN STAR, THE** (5708)—W—Henry Fonda, Anthony Perkins, Betsy Palmer—Superior western—93m.—10-16-57—4390—VV.

**THREE VIOLENT PEOPLE** (5604)—W—Charlton Heston, Anne Baxter, Gilbert Roland—Okay western—100m.—12-26-56—4267—TC—VV.

### TO BE REVIEWED

**BUCCANEER, THE**—Yul Brynner, Charlton Heston, Claire Bloom—TC—VV.

**DESIRE UNDER THE ELMS**—Sophia Loren, Anthony Perkins, Burl Ives.

**FROM AMONG THE DEAD**—James Stewart, Kim Novak, Barbara Bel Geddes—C—VV.

**HEAR ME GOOD**—Hal March, Joe E. Ross, Merry Anders.

**HOT SPELL**—Shirley Booth, Anthony Quinn—VV.

**HOUSEBOAT**—Cary Grant, Sophia Loren, Martha Hyer—VV—TC.

**MATCHMAKER, THE**—Anthony Perkins, Shirley Booth—VV.

**MR. ROCK AND ROLL**—Alan Freed—(B).

**SAD SACK**—Jerry Lewis, David Wayne, Phyllis Kirk—TC—VV.

**SPANISH AFFAIR**—Carmen Sevilla, Richard Kiley—Color—VV.

**TEACHER'S PET**—Clark Gable, Doris Day, Gig Young—VV.

**WILD IS THE WIND**—Anna Magnani, Anthony Quinn, Anthony Franciosa—VV.

**ZERO HOUR**—Dana Andrews, Linda Darnell, Sterling Hayden.

## Rank

**AS LONG AS THEY'RE HAPPY**—C—Jack Buchanan, Janette Scott, Jerry Wayne—Lightweight entry with music for program—76m.—10-5-57—4383—EC—English—(B).

**BLACK TENT, THE**—D—Anthony Steel, Donald Sinden, Anna Maria Sandri—Okay programmer—93m.—8-21-57—4366—English.

**CHECKPOINT**—MD—Anthony Steel, Odile Versois, Stanley Baker—Actionful auto-race meller—86m.—9-4-57—4374—EC—English—(B).

**GENTLE TOUCH, THE**—D—George Baker, Belinda Lee—Tale of nurse trainees Is Interesting and well-made—86m.—8-21-57—4366—English.

**JACQUELINE**—D—John Gregson, Jacqueline Ryan—Import for art and specialty spots and some regulation programs—92m.—9-18-57—4377—English.

**OUT OF THE CLOUDS**—D—Anthony Steel, Robert Beatty, Margo Lorenz—Okay for program—80m.—4351—EC—English.

**PURSUIT OF THE GRAF SPEE**—D—John Gregson, Anthony Quayle—Highly interesting import—106m.—10-16-57—4390—TC—VV—English.

**REACH FOR THE SKY**—D—Kenneth More, Muriel Pavlow—Initial release of new company is interesting tale of English air hero—123m.—5-1-57—4318—English.

**SPANISH GARDENER, THE**—D—Dirk Bogarde, Jon Whitley, Michael Hordern—Programmer for art spots and some regulation houses—95m.—10-16-57—4391—TC—VV—English.

**THIRD KEY, THE**—D—Jack Hawkins, John Stratton, Dorothy Alison—Well-made mystery yarn—83m.—4351—English.

**TOWN LIKE ALICE, A**—D—Virginia McKenna, Peter Finch—Highly interesting, different war story—107m.—8-21-57—4367—English.

**TRIPLE DECEPTION**—MD—Michael Craig, Julia Arnall, Barbara Bates—High rating English meller—85m.—6-26-57—4342—TV-VV—English.

**VALUE FOR MONEY**—C—John Gregson, Diana Dors, Susan Stephen—Amusing entry for art and specialty spots—93m.—8-7-57—4361—TC-VV—English—(B).

### TO BE REVIEWED

(All English-made)

**ACROSS THE BRIDGE**—Rod Steiger, Marla Landi.

**ALLIGATOR NAMED DAISY, AN**—Donald Sinden, Diana Dors, Jean Carson—TC—VV.

## Republic

**ABOVE US THE WAVES** (5601)—MD—John Mills, John Gregson, Donald Sinden—Exciting English meller—92m.—1-9-57—4274—English.

**ACCUSED OF MURDER** (5603)—MD—David Brian, Vera Ralston, Sidney Blackmer—Adequate programmer—74m.—2-6-57—4286—TR—NA.

**AFFAIR IN RENO** (5607)—C—John Lund, Doris Singleton, John Archer—Average programmer—75m.—4-17-57—4314—NA—(B).

**BEGINNING OF THE END** (5660)—MD—Peggie Castle, Peter Graves—Science fiction entry should please horror fans—73m.—4351—(AB-PT).

**DANIEL BOONE, TRAIL BLAZER** (5513)—W—Bruce Bennett, Lon Chaney, Faron Young—Mediocre western for lower half—76m.—10-31-56—4243—TR.

**DUEL AT APACHE WELLS** (5606)—W—Anna Maria Alberghetti, Ben Cooper, Jim Davis—Lower half western—70m.—4-3-57—4307—NA.

**HELLS CROSSROADS** (5608)—W—Stephen McNally, Peggie Castle, Robert Vaughn—Better than average western—73m.—4-3-57—4307—NA—(B).

JOURNEY TO FREEDOM—MD—Jacques Scott, Jean Ann Lewis—Filler for lower half—60m.—4351.

MAN IN THE ROAD, THE (5610)—MD—Derek Farr, Ella Raines, Donald Wolfit—For the lower half—83m.—5-15-57—4327—English.

MAN IS ARMED, THE (5538)—MD—Dane Clark, William Talman, May Wynn—Okay dualler—70m.—3-20-57—4302.

PAWNEE—(5614)—W—George Montgomery, Lola Albright—For lower half—80m.—8-7-57—4361—TR.

SCANDAL, INC. (5514)—MD—Robert Hutton, Patricia Wright, Paul Richards—Topical program meller can be exploited—79m.—11-28-56—4258.

SPOILERS OF THE FOREST (5609)—MD—Rod Cameron, Vera Ralston, Ray Collins—For the lower half—69m.—5-29-57—4334—TR—NA.

STRANGE ADVENTURE, A (5537)—MD—Joan Evans, Ben Cooper, Marla English—For the lower half—70m.—10-31-56—4243—(B).

TAMING SUTTON'S GAL—(5619)—D—John Lupton, Gloria Talbott, May Wynn—Lower half filler—71m.—10-2-57—4383—NA.

TEARS FOR SIMON (5604)—MD—David Farrar, Julia Arnall, David Knight—Good suspenseful import—91m.—2-20-57—4291—EC—English.

UNEARTHLY, THE (5661)—MD—John Carradine, Allison Hayes—Mediocre horror entry 73m.—4351—(AB-PT).

WAYWARD GIRL, THE—(5621)—MD—Marcia Henderson, Peter Walker, Katherine Barrett—For the lower half—71m.—10-2-57—4383—NA—(B).

WEAPON, THE (5611)—MD—Steve Cochran, Lizabeth Scott, Herbert Marshall—Fast paced meller should please—80m.—6-26-57—4342—English.

WOMAN'S DEVOTION, A (5602)—D—Ralph Meeker, Janice Rule, Paul Henried—For the program—88m.—12-12-56—4262—TR.

### TO BE REVIEWED

CROOKED CIRCLE, THE—John Smith, Fay Spain, Steve Brodie.

DEAD END STREET—Roland Culver, Patricia Roc.

FIGHTING WILDCATS—Keefe Brasselle, Kay Callard.

EIGHTEEN AND ANXIOUS—Mary Webster, William Campbell, Martha Scott—(AB-PT).

GIRL IN THE WOODS—Margaret Hayes, Forrest Tucker—(AB-PT).

GUNFIGHT AT INDIAN GAP—Vera Ralston, Anthony George, George Macready.

HELL CANYON OUTLAWS—Dale Robertson, Rossana Rory, Brian Keith.

HELD ON SUSPICION—Phyllis Kirk, Dan O'Herlihy.

HELL SHIP MUTINY—Jon Hall, John Carradine.

LAST STAGECOACH WEST—Jim Davis, Mary Castle, Victor Jory—NA.

LAWLESS EIGHTIES, THE—Buster Crabbe, Marilyn Saris—NA.

OPERATION CONSPIRACY—Philip Friend, Mary Mackenzie.

OUTCASTS OF THE CITY—Robert Hutton, Osa Massen.

PANAMA SAL—Elena Verdugo, Edward Kemmer.

RAIDERS OF OLD CALIFORNIA—Jim Davis, Faron Young.

SEARCHING WIND, THE—Vera Ralston, Don Kelly.

STREET OF DARKNESS—Robert Keys, John Close.

TIME IS MY ENEMY—Dennis Price, Renee Asherson, Susan Shaw.

THUNDER OVER TANGIER—Robert Hutton, Lisa Gastoni.

WEST OF SUEZ—John Bentley, Vera Fosek.

## 20th Century-Fox

ABDUCTORS, THE (726)—MD—Victor McLaglen, Gaven Muir, Fay Spain—For the lower half—80m.—4352—RS.

AFFAIR TO REMEMBER, AN—727—D—Cary Grant, Deborah Kerr, Richard Denning—Highly entertaining entry should do very well—115m.—7-24-57—4357—DC—CS.

APACHE WARRIOR—731—W—Keith Larsen, Jim Davis, Eugenia Paul—Okay programmer—74m.—8-7-57—4362—RS.

ANASTASIA (627)—D—Ingrid Bergman, Yul Brynner, Helen Hayes—Brilliantly enacted, beautifully mounted filmization of stage play—105m.—12-26-56—4267—DC—CS.

BACK FROM THE DEAD—734—MD—Peggie Castle, Arthur Franz, Marsha Hunt—Psychological horror entry for lower half—79m.—8-7-57—4362—RS—(B).

BADLANDS OF MONTANA (716)—W—Rex Reason, Beverly Garland—Actionful, adult western—75m.—5-15-57—4327—RS—(B).

BERNARDINE (723)—C—Pat Boone, Terry Moore, Janet Gaynor—Good entry for the younger set—95m.—4352—DC—CS.

BLACK WHIP, THE (628)—W—Hugh Marlowe, Coleen Gray—Adult, off-beat western—77m.—12-26-56—4267—RS—(B).

BOY ON A DOLPHIN (714)—D—Alan Ladd, Clifton Webb, Sophia Loren—Well-made, interesting adventure yarn—111m.—4-17-57—4314—DC—CS—(B).

BREAK IN THE CIRCLE (711)—MD—Forrest Tucker, Eva Bartok—Okay for lower half—69m.—5-15-57—4327—England.

CHINA GATE (715)—MD—Gene Barry, Angie Dickinson, Nat "King" Cole—Suspenseful adventure yarn for the program—97m.—5-15-57—4327—CS.

COPPER SKY (739)—D—Jeff Morrow, Coleen Gray—Talky outdoor drama for the program—77m.—9-18-57—4378.

COURAGE OF BLACK BEAUTY (744)—D—John Crawford, Mimi Gibson, John Bryant—All about a boy and his horse—77m.—8-21-57—4367—Color.

DEERSLAYER, THE (740)—MD—Lex Barker, Cathy O'Donnell, Forrest Tucker—Okay picturization of classic Indian story—78m.—10-16-57—4391—DC—CS.

DESK SET (719)—C—Spencer Tracy, Katharine Hepburn—Highly amusing comedy—103m.—5-15-57—4328—DC—CS.

DESPERADOS ARE IN TOWN, THE (626)—W—Robert Arthur, Kathy Nolan—Okay western—73m.—11-28-56—4258—RS.

FORTY GUNS—(736)—W—Barbara Stanwyck, Barry Sullivan, Dean Jagger—Good western—80m.—10-2-57—4383—CS.

GIRL CAN'T HELP IT, THE (629)—MUC—Tom Ewell, Jayne Mansifield, Edmond O'Brien—Highly entertaining entry—99m.—1-9-57—4274—DC—CS—(B).

GOD IS MY PARTNER—D—724—D—Walter Brennan, Marion Ross, John Hoyt—Good family entertainment for smaller situatians—80m.—7-24-57—4358—RS.

HATFUL OF RAIN, A (925)—D—Eva Marie Saint, Don Murray, Anthony Franciosa—Powerful drama features top performances—109m.—6-26-57—4342—CS.

HELL ON DEVIL'S ISLAND—(735)—MD—Helmut Dantine, Donna Martell, William Talman—Average prison film for the program—74m.—9-4-57—4374.

HEAVEN KNOWS, MR. ALLISON (710)—D—Deborah Kerr, Robert Mitchum—Warm drama af a Nun and a Marine should have wide appeal—105m.—3-20-57—4302—DC—CS.

ISLAND IN THE SUN (721)—D—James Mason, Joan Fontaine, Harry Belafonte—Off-beat drama has lots to offer—119m.—6-26-57—4343—DC—CS—(B).

KRONOS (712)—MD—Jeff Marrow, Barbara Lawrence—Intresting tale of thing from space—78m.—5-1-57—4318—RS.

LOVE ME TENDER (624)—MD—Richard Egan, Debra Paget, Elvis Presley—Presley name should make this a boxoffice winner—89m.—11-28-56—4258—CS—(B).

LURE OF THE SWAMP (722)—MD—Marshall Thompson, Willard Parker, Joan Vohs—Lower half filler—74m.—6-12-57—4338—RS.

NO DOWN PAYMENT—(743)—D—Joanne Woodward, Sheree North, Tony Randall—Highly interesting adult drama—105m.—10-2-57—4383—CS.

OASIS (632)—MD—Michele Morgan, Pierre Brasseur, Cornell Borchers—Mediocre programmer—84m.—1-23-57—4278—EC—CS—Morocco—(B).

OH, MEN! OH, WOMEN! (706)—C—Dan Dailey, Ginger Rogers, David Niven—Film version of play has name values but is only mildly amusing—90m.—2-20-57—4291—DC—CS.

OKLAHOMA! (630)—MU—Gordon MacRae, Shirley Jones, Gene Nelson—High rating entertainment—140m.—11-14-56—4251—TC—CS—Magna.

QUIET GUN, THE (702)—W—Forrest Tucker, Mara Corday—Far the lower half—77m.—2-20-57—4291—RS.

RESTLESS BREED, THE (718)—W—Scott Brady, Anne Bancroft—For the dualliers—81m.—5-15-57—4328—C.

RIVER'S EDGE, THE (708)—D—Ray Milland, Debra Paget, Anthony Quinn—Good cast struggles through mediocre story—86m.—4-3-57—4308—DC—CS—(B).

SEA WIFE—737—D—Richard Burton, Joan Collins, Basil Sydney—Off-beat film has angles—82m.—8-7-57—4362—CS-Color.

SHE DEVIL (713)—MD—Mari Blanchard, Jack Kelly, Albert Dekker—Okay lower half entry—77m.—5-1-57—4319—RS—(B).

SMILEY (703)—D—Sir Ralph Richardson, John McCallum—Import for the program—97m.—2-20-57—4292—TC—CS—Australia.

STORM RIDER, THE (709)—W—Scott Brady, Mala Powers, Bill Williams—Satisfactory western for lower half—70m.—3-20-57—4302—RS.

SUN ALSO RISES, THE—(738)—D—Tyrone Power, Ava Gardner, Errol Flynn—Lavishly produced Hemingway drama has great name values—129m.—9-4-57—4375—C—CS—(B).

TEENAGE REBEL (622)—D—Ginger Rogers, Michael Rennie—Interesting mother-daughter story should have family appeal—94m.—11-14-56—4251—CS—(B).

THIRD MAN, THE (667)—MD—Joseph Cotten, Valli, Orson Welles—Reissue is excellent film af its type—104m.—10-31-56—4243—RE.

THREE BRAVE MEN (701)—D—Ray Milland, Ernest Borgnine, Nina Foch—Topical, thought-provoking drama has documentary flavor—88m.—1-23-57—4278—CS.

THREE FACES OF EVE—(747)—D—Joanne Woodward, David Wayne, Lee J. Cobb—Wellmade and interesting psychological drama—91m.—8-21—57—4367—CS—(B).

TRUE STORY OF JESSE JAMES, THE (704)—MD—Robert Wagner, Jeffrey Hunter, Hope Lange—Satisfactory programmer—92m.—2-20-57—4292—DC-CS-(B).

TWO GROOMS FOR A BRIDE (705)—C—John Carroll, Virginia Bruce—Lower half filler—73m.—4352—English—(B).

UNDER FIRE—D—Rex Reason, Henry Morgan, Steve Brodie—Okay programmer—78m.—9-18-57—4378.

UNKNOWN TERROR, THE—733—MD—John Howard, Mala Powers, Paul Richards— Mediocre horror item—77m.—8-7-57—4362—RS.

WAY TO THE GOLD, THE (717)—MD—Jeffrey Hunter, Sheree North, Barry Sullivan—Mild melodrama for the program—94m.—5-15-57—4328—CS.

WAYWARD BUS, THE (720)—D—Joan Collins, Jayne Mansfield, Dan Dailey—Good name values will boost episodic drama—89m.—6-12-57—4338—CS—(B).

WILL SUCCESS SPOIL ROCK HUNTER?—732—C—Jayne Mansfield, Tony Randall, Betsy Drake—Wacky comedy has limited appeal—94m.—8-7-57—4362—CS-Color—(B).

WOMEN OF PITCAIRN ISLAND, THE (631)—MD—James Craig, Lynn Bari, Arleen Whelan—Exploitable programmer—72m.—12-26-56—4267—RS.

### TO BE REVIEWED

ABOMINABLE SNOWMAN OF THE HIMALAYAS, THE—Forrest Tucker, Peter Cushing—RS.

APRIL LOVE—Pat Boone, Shirley Jones, Arthur O'Connell—DC—CS.

BEAUTIFUL BUT DANGEROUS—Gina Lolobrigida, Vittorio Gassman, Robert Alda—Italian—(B).

BLOOD ARROW—Scott Brady, Paul Richards, Phyllis Coates.

CATTLE EMPIRE—Joel McCrea, Phyllis Coates—CS.

DARK VALOR—Rex Reason, Henry Morgan, Steve Brodie—RS.

ESCAPE TO RED ROCK—Brian Donlevy, Jay C. Flippen.

ENEMY BELOW, THE—Robert Mitchum, Kurd Jurgens, Frank Albertson—DC—CS.

FAREWELL TO ARMS—Jennifer Jones, Rock Hudson, Vittorio DeSica—DC—CS.

FRAULEIN—Mel Ferrer, Dana Wynter—Color—CS.

GIFT OF LOVE, THE—Robert Stack, Lauren Bacall, Evelyn Rudie—Color—CS.

GHOST DIVER—James Craig, Audrey Totter.

HELL BENT KID, THE—Don Murray, Diane Varsi—DC—CS.

KISS THEM FOR ME—Cary Grant, Jayne Mansfield, Suzy Parker—DC—CS.

LONG, HOT SUMMER, THE—Paul Newman, Joanne Woodward, Anthony Franciosa—DC—CS.

PEYTON PLACE—Lana Turner, Lloyd Nolan, Hope Lange—DC—CS.

RIDE A VIOLENT MILE—John Agar, Penny Edwards—RS.

ROCKABILLY BABY—Les Brown and orchestra.

SINGIN' IDOL, THE—Tommy Sands, Lili Gentle—CS.

SOUTH PACIFIC—Rossano Brazzi, Mitzi Gaynor—Color—Todd-AO.

STOPOVER TOKYO—Robert Wagner, Joan Collins, Edmond O'Brien—DC—CS.

YOUNG AND DANGEROUS—Lilli Gentle.

YOUNG LIONS, THE—Marlon Brando, Montgomery Clift, Joanne Woodward—CS.

## United Artists

AROUND THE WORLD IN 80 DAYS—C—David Niven, Cantinflas, Robert Newton, Shirley MacLaine—Fabulous entertainment—173m.—10-31-56—4253—EC—Todd—AO.

BACHELOR PARTY, THE—D—Don Murray, Patricia Smith, Jack Warden—Highly interesting entry—93m.—3-20-57—4303—Hecht-Lancaster—(B).

BAILOUT AT 43,000—MD—John Payne, Karen Steele, Paul Kelly—Okay programmer—78m.—5-1-57—4319—Pine-Thomas.

BAYOU—D—Peter Graves, Lita Milan—Filler for lower half—88m.—6-26-57—4343—(Ripps) (B).

BIG BOODLE, THE—MD—Errol Flynn, Rosanna Rory—Programmer has intrigue, action, and adventure—83m.—2-6-57—4286—Blumberg—(B).

BIG CAPER, THE—MD—Rory Calhoun, Mary Costa—Good programmer—84m.—4-17-57—4314—Pine-Thomas—(B).

BOP GIRL GOES CALYPSO—MU—Judy Tyler, Bobby Troup, Margo Woode—Programmer for the younger set—79m.—7-24-57—4358—Bel-Air (B).

BRASS LEGEND, THE—W—Hugh O'Brien, Nancy Gates—For the lower half—79m.—12-12-56—4262—Goldstein.

BUCKSKIN LADY, THE—W—Patricia Medina, Richard Denning, Gerald Mohr—Adult western—66m.—4352—Bishop-Hittleman—(B).

CARELESS YEARS, THE—D—Dean Stockwell, Natalie Trundy—Good programmer for teeners as well as their parents—70m.—9-18-57—4378—(Byrna).

CHICAGO CONFIDENTIAL—MD—Brian Keith, Beverly Garland, Dick Foran—Fast-moving programmer—74m.—8-21-57—4367—Peerless.

CRIME OF PASSION—MD—Barbara Stanwyck, Sterling Hayden—Fine acting lifts crime meller above average program fare—84m.—1-23-57—4278—Goldstein—(B).

DANCE WITH ME HENRY—C—Lou Costello, Bud Abbott—Mediocre Abbott and Costello entry for the dualliers—79m.—12-26-56—4270—Goldstein.

DELINQUENTS, THE—MD—Tom Laughlin, Peter Miller—Ineffective treatment of juvenile delinqeuncy theme strives far sensation—71m.—3-6-57—4298—Imperial—(B).

DRANGO—D—Jeff Chandler, John Lupton, Joanne Dru—Absorbing post-Civil War drama—92m.—1-23-57—4279—Earlmar.

**ENEMY FROM SPACE**—MD—Brian Donlevy, John Lengden, Vera Day—Okay science fiction entry—84m.—9-4-57—4375—(Hinds)—England.

**FIVE STEPS TO DANGER**—MD—Ruth Roman, Sterling Hayden—Interesting meller far the program—80m.—1-23-57—4279—Kesler.

**FOUR BOYS AND A GUN**—MD—Frank Sutton, Tarry Green—Lawer half filler—73m.—1-9-57—4275—Security.

**FURY AT SUNDOWN**—W—John Derek, Carolyn Craig—Far the lower half—75m.—4-3-57—4308—Goldstein.

**FUZZY PINK NIGHTGOWN, THE**—C—Jane Russell, Keenan Wynn, Ralph Meeker—Toa much talk, too few laughs—87m.—8-7-57—4363—Russ-Field.

**GIRL IN BLACK STOCKINGS, THE**—MD—Lex Borker, Anne Bancroft, Momie Van Doren—Interesting mystery meller for the program—73m.—10-2-57—4384—(Bel-Air)—(B).

**GUN DUEL IN DURANGO**—W—George Montgomery, Ann Robinson, Bobby Clark—Okay western—73m.—5-1-57—4319—Peerless.

**GUN THE MAN DOWN**—W—James Arness, Angie Dickinson—For the lawer half—78m.—11-28-56—4258—Morris-McLaglen.

**GUNSIGHT RIDGE**—W—Joel McCrea, Mark Stevens, Joan Weldon—Good western—85m.—9-4-57—4375—(Libra).

**HALLIDAY BRAND, THE**—D—Joseph Cotten, Viveca Lindfors, Betsy Blair—Names, Interesting stary lifts western above average program fare—77m.—2-6-57—4286—Young.

**HELL BOUND**—MD—John Russell, June Bloir, Frank Fenton—For the lower half—79m.—10-2-57—4384—(Bel-Air).

**HIDDEN FEAR**—MD—John Payne, Natalie Norwick, Alexander Knox—Lower half entry—83m.—4352—St. Aubrey-Kohn.

**HIT AND RUN**—MD—Cleo Moore, Hugo Haas—Sordid adult drama is exploitable program fare—84m.—3-20-57—4303—Haas.

**IRON SHERIFF, THE**—W—Sterling Hoyden, Constance Ford—Interesting western should do well as part af the program—73m.—4-3-57—4308—Grand.

**JUNGLE HEAT**—MD—Lex Barker, Mari Blanchard, Glenn Langan—For the lower half—75m.—8-21-57—4367—Bel-Air.

**KING AND FOUR QUEENS, THE**—W—Clark Gable, Eleonor Parker—Western has names ta draw but lacks action—86m.—12-26—56—4270—DC—CS—Russ-Field—Gabco—(B).

**LADY OF VENGEANCE**—MD—Dennis O'Keefe, Ann Sears, Anton Diffring—Mediocre programmer—73m.—8-21-57—4367—Balaban—English—(B).

**MEN IN WAR**—MD—Robert Ryan, Aldo Ray—Well-made war film—104m.—2-6-57—4287—Security.

**MONSTER THAT CHALLENGED THE WORLD, THE**—MD—Tim Holt, Audrey Dalton—Good science fictian entry—83m.—4335—(Gramercy).

**MONKEY ON MY BACK**—D—Cameron Mitchell, Dianne Foster—Pawerful Barney Ross bio-film is highly exploitable—93m.—5-29-57—4334—(Small)—(B).

**MONTE CARLO STORY, THE**—C—Marlene Dietrich, Vittoria DeSica—Colarful comedy, but slow in spots—99m.—6-26-57—4343—TC—TE—(Titanus)—European made.

**MY GUN IS QUICK**—MD—Robert Bray, Whitney Blake, Pat Donahue—Mickey Spillane whodone-it far duallers—88m.—8-21-57—4368—Saville—(B).

**OUTLAW'S SON**—W—Dane Clark, Ben Cooper, Lori Nelson—Fair western—89m.—4352—Bel-Air.

**PEACEMAKER, THE**—W—James Mitchell, Rosemarie Bowe—Religiaus western for duallers, small tawns—81m.—11-14-56—4251—Makelim.

**PHARAOH'S CURSE**—MD—Mark Dana, Ziva Rodann—Lawer half entry—66m.—2-20-57—4292—Bel-Air.

**PRIDE AND THE PASSION, THE**—MD—Cary Grant, Sophia Loren, Frank Sinatra—High rating entertainment—131m.—4353—TC—VV—Kramer—(B).

**REVOLT AT FORT LARAMIE**—D—John Dehner, Gregg Palmer—Goad programmer holds interest despite lack af name values—73m.—3-20-57—4303—DC—Bel-Air.

**RIDE BACK, THE**—W—Anthony Quinn, William Conrad, Lita Milan—Well-made and different western shauld please discriminating filmgoers—79m.—5-1-57—4319—Aldrich.

**RUNNING TARGET**—MD—Doris Dowling, Arthur Franz—For the lower half—83m.—11-28-56 4259—DC—Canyan.

**SAINT JOAN**—D—Richard Widmark, Richard Todd, Jean Seberg—Excellent productian af Shaw drama needs selling—110m.—5-15-57—4328—Preminger.

**SATCHMO THE GREAT**—DOC—Louis Armstrong—Highly entertaining and different—63m.—9-18-57—4378—(CBS-Television).

**SHARKFIGHTERS, THE**—D—Victor Moture, Karen Steele—Okay programmer holds interest—73m.—10-31-56—4244—TC—CS—Goldwyn, Jr.

**SPRING REUNION**—D—Dana Andrews, Betty Hutton, Jean Hagen—Maderate programmer has good name values—79m.—4-3-57—4308—Bryna.

**STREET OF SINNERS**—MD—George Montgomery, Geraldine Brooks—Okay lower half entry—76m.—9-4-57—4375—(Security)—(B).

**SWEET SMELL OF SUCCESS**—D—Burt Lancaster, Tony Curtis, Susan Harrison—Unpleasant drama has good name values—96m.—4343—(Hecht-Hill-Lancaster)—(B).

**TIME LIMIT**—D—Richard Widmark, Richard Bosehart, Dolores Michaels—Taut drama packs emotional wallap—96m.—9-18-57—4378—(Heoth).

**TOMAHAWK TRAIL**—OD—Chuck Connors, Susan Cummings—Lawer half filler—60m.—12-26-56—4270—Bel-Air.

**TROOPER HOOK**—W—Joel McCrea, Barbara Stanwyck—Gaod autdaor action yarn far the pragram—81m.—6-26-57—4343—(Fielding).

**12 ANGRY MEN**—D—Henry Fonda, Lee J. Cobb, Ed Begley—High rating drama—95m.—3-6-57—4298—Orion-Nova.

**VALERIE**—MD—Sterling Hayden, Anita Ekberg, Anthony Steel—Okay programmer—84m.—7-24-57—4358—Makelim (B).

**VAMPIRE, THE**—MD—John Beal, Colleen Gray—Horror entry far lawer half—74m.—6-26-57—4344—(Gramercy).

**VOODOO ISLAND**—MD—Boris Karloff, Beverly Tyler—Lower half harror entry—76m.—2-20-57—4292—Bel-Air.

**WAR DRUMS**—W—Lex Barker, Joan Taylor, Ben Johnson—Okay programmer—75m.—4-3-57—4308—DC—Bel-Air.

**WILD PARTY, THE**—D—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry far art specialty and exploitatian houses—81m.—12-12-56—4263—Security—(B).

### TO BE REVIEWED

**BABY FACE NELSON**—Mickey Rooney, Carolyn Jones, Sir Cedric Harwick—(Zimbalist).

**BIG COUNTRY, THE**—Gregory Peck, Jeon Simmons, Carrol Baker—(TC-TE)—(Worldwide).

**CHINA DOLL**—Victor Mature, Lili Hua—(Batjac).

**DALTON GIRLS**—Penny Edwards, Merry Anders (Bel-Air).

**FORT BOWIE**—Ben Johnson, Jan Harrison, Kent Taylor—(Bel-Air).

**GOD'S LITTLE ACRE**—Robert Ryan, Aldo Ray, Tina Louise—(Harmon).

**GUN FEVER**—Mark Stevens, Jana Davi—(Jackson-Weston).

**ISLAND WOMEN**—Marie Windsor, Vince Edwards—(Made in B.W.I.)—(Security)—(B).

**I BURY THE LIVING**—Richard Boone, Theodore Bikel, Peggy Maurer—(Maxim).

**LEGEND OF THE LOST**—John Wayne, Sophia Loren—(Technirama)—(Bat-Jac).

**MAN ON THE PROWL**—Mala Powers, Jomes Best—(Jana-Lesser).

**MUSTANG**—Jack Beutel, Madalyn Trahey—(Arnell).

**MUGGERS, THE**—Kent Smith, Nana Martin—(Barbizon).

**PARIS HOLIDAY**—Bob Hope, Fernandel, Anita Eckberg—(Technirama)—(Eastman Calar)—(Made in France)—(Tolda).

**PATHS OF GLORY**—Kirk Douglas, Ralph Meeker, Adolphe Menjau—(Bryna).

**PISTOLERO**—Jack Palance—(Philip Waxman).

**QUIET AMERICAN, THE**—Audie Murphy, Michael Redgrave, Georgia Mall—(Figara)—(Made in Viet-Nam).

**RIDE OUT FOR REVENGE**—Rory Calhoun, Gloria Grahame, Lloyd Bridges—(Bryna).

**RUN SILENT, RUN DEEP**—Clork Gable, Burt Lancaster—(Hecht-Hill-Lancaster).

**SAVAGE PRINCESS**—(Indian-made)—(Print by Technicolor)—(Mehboob).

**THUNDER ROAD**—Robert Mitchum, Gene Barry, Sondra Knight—(DRM).

**TIGER BY THE TAIL**—Larry Parks, Constance Smith—(Canyon)

**VIKINGS, THE**—Kirk Douglas, Tony Curtis, Ernest Borgnine, Janet Leigh—TC—VV—(Bryna).

**WINK OF AN EYE**—Jonathan Kidd, Doris Dowling, Barbara Turner—(Ivar).

**WITNESS FOR THE PROSECUTION**—Tyrone Pawer, Marlene Dietrich, Charles Laughton—(Small).

## Universal-International

**BATTLE HYMN** (5712)—D—Rock Hudson, Dan Duryea, Martha Hyer—Well-made entry shauld have wide appeal—108m.—12-26-56—4270—TC—CS.

**BUNDLE OF JOY** (710)—C—Eddie Fisher, Debbie Reynolds, Adolphe Menjou—Pleasant entertainment for all—98m.—12-12-56—4262—TC—RKO.

**CURUCU, BEAST OF THE AMAZON** (5703)—MD—John Bromfield, Beverly Garland, Tam Payne—Explaitation programmer—76m.—11-14-56—4251—EC—(B).

**DEADLY MANTIS, THE** (5719)—MD—Craig Stevens, William Hopper, Alix Talton—Fair lawer half offering—78m.—4-3-57—4309.

**DEATH OF A SCOUNDREL** (707)—D—George Sanders, Yvonne DeCarla, Victor Jory—Interesting drama has names and explaitable story values—119m.—11-14-56—4250—RKO.

**DOCTOR AT LARGE**—C—Dirk Bogarde, Muriel Pavlow, Donald Sinden—Highly humarous import—98m.—6-26-57—4344—EC—VV—English.

**ESCAPADE IN JAPAN**—D—Teresa Wright, Cameron Mitchell—Entertaining tale of youngsters in Japan—92m.—9-18-57—4379—TC-TE—(RKO).

**EVERYTHING BUT THE TRUTH** (5704)—C—Maureen O'Hara, John Forsythe, Tim Hovey—Pleasant family divertisement—83m.—11-14-56—4251—EC.

**FOUR GIRLS IN TOWN** (5706)—C—George Nader, Julie Adams, Marianne Cook—Interesting programmer—85m.—12-12-56—4263—CS—TC—(B).

**GIRL IN THE KREMLIN, THE** (5718)—MD—Lex Barker, Zsa Zsa Gabor, Jeffrey Stone—Exploitation programmer has angles—81m.—5-1-57—4319—(B).

**GREAT MAN, THE** (5708)—D—Jose Ferrer, Dean Jagger, Julie Landon—Highly interesting drama—92m.—11-28-56—4259.

**GUN FOR A COWARD** (5711)—W—Fred MacMurray, Jeffrey Hunter, Janice Rule—Satisfactory western should please outdaor fans—88m.—12-26-56—4271—EC—CS.

**INCREDIBLE SHRINKING MAN, THE** (5715)—MD—Grant Williams, Randy Stuart, April Kent—Highly impressive science fictian entry—81m.—2-6-57—4287.

**INTERLUDE** (5728)—D—June Allyson, Rossano Brazzi—Powerful romance shauld appeal to femme trade—89m.—6-26-57—4344—TC—CS.

**ISTANBUL** (5709)—MD—Errol Flynn, Cornell Borchers, John Bentley—Okay programmer has Flynn name ta help—84m.—1-23-57—4279—TC—CS.

**JET PILOT**—(5732)—MD—John Wayne, Janet Leigh, Jay C. Flippen—Wayne name should help Air Farce drama—112m.—10-2-57—4384—TC—(RKO)—(B).

**JOE BUTTERFLY** (5723)—C—Audie Murphy, George Nader, Keenan Wynn, Kieke Shima—Highly amusing entry of G.I. accupation af Japan—90m.—5-1-57—4320—TC—CS.

**JOE DAKOTA** (5730)—W—Jock Mahoney, Luana Patten, Charles McGraw—Gaad aff-beat western for the pragram—79m.—6-26-57—4344—EC.

**KELLY AND ME** (5714)—D—Van Johnson, Piper Laurie, Martha Hyer—Okay program entry—86m.—1-23-57—4279—TC—CS.

**KETTLES ON OLD MAC DONALD'S FARM, THE** (5721)—C—Marjorie Main, Parker Fennelly, Gloria Talbott—The Kettles are back for them that wants 'em—82m.—4353.

**LAND UNKNOWN, THE** (5727)—MD—Jock Mahoney, Shown Smith—Gaad science fiction entry—78m.—4353—CS.

**MAN AFRAID** (5720)—MD—George Nader, Phyllis Thaxter, Tim Hovey—Gaad pragrammer—84m.—4-17-57—4314—CS.

**MAN OF A THOUSAND FACES**—5733—D—James Cagney, Dorothy Malone, Jane Greer—Well-made and highly interesting—122m.—7-24-57—4358—CS—(B).

**MAN IN THE VAULT** (709)—MD—William Campbell, Karen Sharpe, Anita Ekberg—For the duallers—73m.—12-26-56—4267—RKO.

**MIDNIGHT STORY, THE** (5726)—MD—Tony Curtis, Marisa Pavan, Gilbert Roland—Interesting, well made melodrama—89m.—6-26-57—4344—CS.

**MISTER CORY** (5713)—D—Tony Curtis, Martha Hyer, Charles Bickford—Well-made, attractive drama—92m.—1-23-57—4280—EC—CS—(B).

**MOLE PEOPLE, THE** (5702)—MD—John Agar, Cynthia Patrick, Hugh Beaumont—Explaitation pragrammer—78m.—11-14-56—4252.

**MY MAN GODFREY**—C—June Allyson, David Niven, Martha Hyer—Highly amusing entry—92m.—9-4-57—4375—EC—CS.

**NIGHT PASSAGE** (5725)—MD—James Stewart, Audie Murphy, Dianne Foster—Entertaining autdoor actian entry—90m.—6-26-57—4344—TC—Technirama.

**NIGHT RUNNER, THE** (5710)—MD—Ray Danton, Colleen Miller, Merry Anders—Psychological drama far lawer half—79m.—1-23-57—4280.

**PUBLIC PIGEON No. 1** (708)—C—Red Skelton, Vivian Blaine, Janet Blair—Amusing Red Skeltan entry—79m.—5-1-57—4320—TC—RKO.

**QUANTEZ**—(5734)—W—Fred MacMurray, Dorothy Malone, Jomes Barton—Western has names ta help—80m.—9-4-57—4375—EC—CS.

**ROCK, PRETTY BABY** (5707)—MU—Sal Mineo, John Saxon, Luana Patten—Juveniles should be real "gane" an this ane—89m.—11-28-56—4259—(B).

**RUN OF THE ARROW** (5729)—D—Rod Steiger, Sarita Montiel, Brian Keith—Gaad affbeat Indian and Cavalry yarn—6-12-57—4338—TC—RKO.

**SLAUGHTER ON TENTH AVENUE**—(5801)—MD—Richord Egon, Jan Sterling, Dan Duryea—Good meller—103m.—9-18-57—4379.

**SLIM CARTER**—(5802)—D—Jock Mahoney, Julie Adams, Tim Hovey—Neat entry for the program—82m.—10-2-57—4384—EC.

**TAMMY AND THE BACHELOR** (5724)—C—Debbie Reynolds, Leslie Nielsen Walter Brennan—89m.—5-29-57—4335—TC—CS.

**TARANTULA** (5605)—MD—John Agar, Mara Carday, Leo G. Carroll—Good harrar explaitation item—80m.—11-16-56—4063.

**TATTERED DRESS, THE** (5716)—D—Jeff Chandler, Jeanne Crain, Jack Carsan—Highly interesting entry—93m.—3-6-57—4298—CS.

**THAT NIGHT**—5731—D—John Beol, Augusta Dobney, Shepperd Strudwick—Heart attack made interesting—88m.—8-7-57—4363—RKO.

**UNHOLY WIFE, THE**—(5735)—D—Diana Dors, Rod Steiger, Tom Tryon—Program drama—94m.—9-4-57—4376—TC—RKO.

**YOUNG STRANGER, THE** (711)—D—James MacArthur, Kim Hunter, James Daly—Interesting, well-made entry—84m.—2-20-57—4292—RKO.

### TO BE REVIEWED

ALL MINE TO GIVE—Cameron Mitchell, Glynis Johns—TC—RKO.
BIG BEAT, THE—William Reynolds, Andra Martin, Jeffrey Stone—Color.
DAMN CITIZEN!—Keith Andes, Margaret Hayes, Gene Evans.
FEMALE ANIMAL, THE—Hedy Lamarr, Jane Powell, George Nader—CS.
FLOOD TIDE, THE—George Nader, Cornell Bouchers—CS.
FOR LOVE OF MONEY—Debbie Reynolds, Curt Jurgens, John Saxon—C—CS.
GAME CALLED LOVE, A—Lana Turner, Jeff Chandler—Color—CS.
GIRL MOST LIKELY, THE—Jane Powell, Kaye Ballard, Tommy Noonan—RKO.
HEMP BROWN—Rory Calhoun, Beverly Garland—Color—CS.
I MARRIED A WOMAN—George Gobel, Diana Dors, Jessie Royce Landis—RKO.
LOVE SLAVES OF THE AMAZONS—Don Taylor, Giana Sigale, Eduardo Ciannelli—Color.
MAGNIFICENT BRAT, THE—Dan Duryea, Jan Sterling, Patty McCormack—Color—CS.
MAN IN THE SHADOW—Jeff Chandler, Orson Welles, Colleen Miller—CS.
MIDDLE OF THE STREET—Audie Murphy, Gia Scala, Henry Silva—C—CS.
MONOLITH MONSTERS, THE—Grant Williams, Lola Albright.
MONEY, WOMEN AND DREAMS—Jock Mahoney, Jean Hagen, Jeffrey Stone—Color—CS.
NO POWER ON EARTH—Richard Egan, Julie London—CS.
ONCE UPON A HORSE—Don Rowan, Dick Martin, Martha Hyer—Color—CS.
RAW WIND IN EDEN—Esther Williams, Jeff Chandler, Rosana Podesta—Color—CS.
STAGE STRUCK—Susan Strasberg, Henry Fonda, Joan Greenwood—Color—RKO.
SUMMER LOVE—John Saxon, Judy Meredith, Jill St. John.
TAKE MY HAND—Teresa Wright, Cameron Mitchell—Color—RKO.
TARNISHED ANGELS, THE—Rock Hudson, Robert Stack, Dorothy Malone—CS.
THERE'S A TIME TO LOVE—John Gavin, Lisa Pulver, Jock Mahoney—Color—CS.
THIS IS RUSSIA—Documentary produced by Sid Feder and Carey Wilson—Color.
TOUCH OF EVIL—Charlton Heston, Orson Welles, Janet Leigh.
TWILIGHT FOR THE GODS—Rock Hudson, Cyd Charisse—Color.
VIOLATORS, THE—Arthur O'Connell—RKO.
WESTERN STORY, THE—Jock Mahoney, Gilbert Roland, Linda Cristal—Color—CS.
WONDERFUL YEARS, THE—John Saxon, Sandra Dee, Teresa Wright—CS.

## Warner Bros.

BABY DOLL (607)—D—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama is best far saphisticated metropolitan spots—114m.—12-12-56—4263—(C).

BAND OF ANGELS—621—MD—Clark Gable, Yvonne De Carlo, Sidney Poitier—Gable entry has all the angles—127m.—7-24-57—4358—WC—(B).

BIG LAND, THE (610)—W—Alan Ladd, Virginia Mayo, Edmond O'Brien—Ladd hits the trail again in calarful autdaor show—93m.—2-6-57—4287—WC.

BLACK PATCH (702)—W—George Montgomery, Diane Brewster—Gaod aff-beat western—83m.—9-18-57—4379.

BLACK SCORPION, THE—(705)—MD—Richard Denning, Mara Corday—Average entry in the "big bug" sweepstakes—88m.—10-2-57—4384.

BRIGHT LEAF (633)—D—Gary Cooper, Lauren Bacall, Jack Carson—Names will help reissue—110m.—5-15-57—4329.

COUNTERFEIT PLAN, THE (612)—MD—Zachary Scott, Peggie Castle—Slow moving English meller for the lower half—79m.—4-3-57—4309—England.

CURSE OF FRANKENSTEIN, THE (620)—MD—Peter Cushing, Christopher Lee, Hazel Court—Gruesame horrar item—83m.—6-26-57—4345—Color—English—(B).

D.I., THE (617)—D—Jack Webb, Don Dubbins, Jackie Loughery—Forceful and timely story of U. S. Marine recruiting—106m.—6-12-57—4338.

DEEP ADVENTURE (4912)—NOV—Ross Allen, Dottie Lee Phillips—Colorful addition to any pragram—46m.—4353—WC—(B).

EAST OF EDEN (414)—D—James Dean, Julie Harris, Raymond Massey—Dean name will help this high rating drama—115m.—4-3-57—4309—WC—CS—RE.

FACE IN THE CROWD, A (616)—D—Andy Griffith, Patricia Neal, Anthony Franciosa—Impressive, campelling drama for adults—125m.—6-12-57—4339—(B).

GIRL HE LEFT BEHIND, THE (605)—C—Tab Hunter, Natalie Wood—Highly amusing entry—103m.—11-14-56—4252—(B).

HELEN MORGAN STORY, THE—(704)—DMU—Ann Blyth, Paul Newman, Richard Carlson—Entertaining dramatic musical—118m.—10-2-57—4384—CS.

JAMES DEAN STORY, THE—623—NOV—James Dean—Novelty for lower half depends on Dean addicts for draw—82m.—8-7-57—4363.

JIM THORPE—ALL-AMERICAN (631)—D—Burt Lancaster, Charles Bickford, Steve Cochran—Names should land reissue in the better maney—107m.—5-15-57—4329.

JOHNNY TROUBLE (703)—D—Ethel Barrymore, Cecil Kellaway, Stuart Whitman—Unassuming drama shauld appeal in smaller tawns, family situations—80m.—9-18-57—4379.

PARIS DOES STRANGE THINGS (611)—C—Ingrid Bergman, Mel Ferrer, Jean Marais—Bergman name will barely carry this import—86m.—3-6-57—4299—TC—France—(B).

PAJAMA GAME, THE (701)—MU—Doris Day, John Raitt, Carol Haney—Bright, highly entertaining musical—101m.—8-7-57—4363—WC—(B).

PRINCE AND THE SHOWGIRL, THE (618)—C—Marilyn Monroe, Laurence Olivier—117m.—5-29-57—4335—TC—(B).

REBEL WITHOUT A CAUSE (504)—D—James Dean, Natalie Wood—Dean name should still keep this in the better money—111m.—4-3-57—4309—WC—CS.

RISING OF THE MOON, THE—(622)—D—Cyril Cusack, Noel Purcell, Jack MacGowaran—Charming film of Ireland and its people—81m.—4353—Filmed in Ireland.

SHOOT-OUT AT MEDICINE BEND (615)—W—Randolph Scott, James Craig, Angie Dickinson Okay Randolph Scott programmer—87m.—4-17-57—4315.

SPIRIT OF ST. LOUIS, THE (614)—D—James Stewart, Patricia Smith, Murray Hamilton—High rating dramatic entertainment—138m.—3-6-57—WC—CS.

STRANGERS ON A TRAIN (635)—MD—Farley Granger, Ruth Roman, Robert Walker—Reissue of top flight Hitchcock meller—101m.—5-15-57—4329.

TOP SECRET AFFAIR (609)—C—Susan Hawyard, Kirk Douglas, Paul Stewart—Highly amusing camedy—100m.—1-23-57—4280—(B).

UNTAMED YOUTH (613)—MD—Mamie Van Doren, Lori Nelson, John Russell—Highly exploitable rock 'n' roll meller should have youth appeal—80m.—4-3-57—4309—(B).

WEST POINT STORY, THE (634)—C—James Cagney, Virginia Mayo, Doris Day—Reissue should prove pleasing entertainment—107m.—5-15-57—4329.

WINNING TEAM, THE (632)—D—Doris Day, Ronald Reagan, Frank Lovejoy—Name values should help reissue of baseball show—98m.—5-15-57—4329.

WOMAN IN A DRESSING GOWN—D—Yvonne Mitchell, Anthony Quayle—Off-beat drama for art and some regulatian houses—93m.—9-18-57—4379—English.

WRONG MAN, THE (608)—D—Henry Fonda, Vera Miles—Highly interesting drama—105m.—1-9-57—4275.

X, THE UNKNOWN (619)—MD—Dean Jagger, Edward Chapman—Okay science fiction entry for lower half—80m.—6-26-57—4345—English.

YOUNG MAN WITH A HORN (636)—D—Kirk Douglas, Lauren Bacall, Doris Day—Reissue has plenty of angles—112m.—5-15-57—4329.

### TO BE REVIEWED

BLONDE AND DANGEROUS—Susan Oliver, Linda Reynolds, Carla Merey.
BOMBERS B-52—Karl Malden, Natalie Wood—WC—CS.
CHASE A CROOKED SHADOW—Richard Todd, Anne Baxter, Herbert Lom—English.
DARBY'S RANGERS—Etchika Choureau. James Garner, Jack Warden—WC.
DEEP SIX, THE—Alan Ladd, Dianne Foster, William Bendix.
FORT DOBBS—Clint Walker, Virginia Mayo.
GREEN EYES—Susan Oliver, Linda Reynolds, Carla Merey.
HELL'S HIGHWAY—Brian Keith, Dick Foran, Merry Anders.
JAMBOREE—Count Basie and Orchestra, Fats Domino.
LEFT HANDED GUN, THE—Paul Newman, Lita Milan.
MARJORIE MORNINGSTAR—Gene Kelly, Natalie Wood, Claire Trevor—C.
MISGUIDED—George Baker, Frankie Vaughan, Carole Lesley.
NO TIME FOR SERGEANTS—Andy Griffith, Myron McCormick, Nick Adams.
OLD MAN AND THE SEA, THE—Spencer Tracy—WC—CS.
ONIONHEAD—Andy Griffith, Erin O'Brien, Felicia Farr.
SAYONARA—Marlon Brando, Red Buttons, Patricia Owens—TE.
STAKEOUT ON DOPE STREET—Yale Wexler, Jonathan Haze, Abby Dalton.
STORY OF MANKIND, THE—Ronald Colman, Hedy LaMarr, Charles Coburn.
WESTBOUND—Randolph Scott, Virginia Mayo, Karen Steele.
WITH YOU IN MY ARMS—Tab Hunter, Etchrika Choureau, J. Carroll Naish.

## English Films

(Distributors' addresses will be furnished on request)

CONSTANT HUSBAND, THE—CD—Rex Harrison, Margaret Leighton, Kay Kendall—Art house fluff—88m.—10-2-57—4385—Stratford.

WEE GEORDIE—C—Bill Travers, Alastair Sim, Norah Gorsen—Highly amusing entry—93m.—1-23-57—4280—Times.

## Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELS OF DARKNESS—D—Linda Darnell, Anthony Quinn, Valentina Cortesa—Exploitatian item—84m.—1-23-57—4281—Italy—Dubbed in English—Exelsior.

DOCTORS, THE—D—Raymond Pellegrin—Good entry for art spots—92m.—10-31-56—4244—France—Titles—Union-Kingsley Int.—(B).

DON GIOVANNI—MU—Filmed grand opera for art spots—153m.—2-20-57—4293—EC—Austria—Festival.

FRENCH CAN CAN—MU—Jean Gabin—Interesting Import—93m.—10-31-56—4244—TC—France—Titles—UMPO.

INSIDE A GIRLS' DORMITORY—C—Jean Marais, Francoise Arnoul—Amusing French who-done-it—100m.—11-14-56—4252—France—Titles—Ellis.

IT HAPPENED IN THE PARK—D—Anna Maria Ferrero, Francois Perier, Vittorio De Sica—Entertaining import for art spats—81m.—10-2-57—4385—French-Italian—Titles—Ellis.

LA SORCIERE—D—Marina Vlady—Okay art house entry—97m.—1-23-57—4281—France—Titles—Ellis.

LOST CONTINENT, THE—DOC—Directed and produced by Leonardo Bonzi—Interesting documentary—69m.—4-3-57—4310—Color—CS—Italy—Lopert.

LOVER'S NET—D—Francoise Arnoul, Daniel Gelin—Interesting drama for art houses—110m.—10-2-57—4385—France—Titles—Times.

MARCELINO — D — Pablito Calvo — Interesting, charming import—90m.—10-31-56—4245—Spain—Titles—UMPO.

NANA—D—Martine Carol, Charles Boyer—Lavish French drama is tasteless stuff—122m.—4355—EC—France—Titles—Times—(C).

OBERSTEIGHER DER (THE FOREMAN)—C—Cute entry far foreign language and art spots—98m.—12-26-56—4271—Austria—Titles—Casino.

PANTALOONS—C—Fernandel—Amusing import with Fernandel—93m.—2-20-57—4293—TC—France—Titles—UMPO—(B).

ROYAL AFFAIRS IN VERSAILLES—D—Sacha Guitry, Claudette Colbert—Lengthy tale of French nability for art spots—152m.—5-1-57—4320—EC—France—Titles—Times—(B).

STELLA—D—Fair Greek affering for art and specialty spots—93m.—6-12-57—4339—(Greek-made; English titles)—(Burstyn)—(C).

TEL AVIV TAXI—C—Israeli cast—Fair comedy—70m.—2-20-57—4293—Israel—English dialogue—Principal.

TEMPEST IN THE FLESH—D—Francoise Arnoul, Raymond Pellegrin—Highly effective adult impart for the art spots—92m.—2-20-57—4294—France—Titles—Pacemaker.

THREE FEET IN A BED—C—Fernandel—Moderately amusing farce—78m.—9-18-57—4379—France—Titles—Janus—(B).

TWO LOVES HAD I—MU—Gabriele Ferzatti, Marta Toren, Nadia Gray—Good entry for art spats—98m.—12-26-56—4271—Italy—English dialogue—TC—Jacon.

VITELLONI—D—Franco Fabrizi, Leonora Ruffo—Interesting import—103m.—12-12-56—4263 Italy—Titles—API—(B).

VIRTUOUS SCOUNDREL, THE—C—Michel Simon, Marguerite Pierry, Laura Badie—Amusing Sacha Guitry art house import—90m.—10-2-57—4385—France—titles—Zenith.

WE ARE ALL MURDERERS—D—Marcel Mouloudji—Superior drama for art and specialty spots—113m.—10-2-57—4385—France—Titles—Kingsley-Int.

WHITE SHEIK, THE—C—Alberto Sordi, Brunella Bovo—Highly amusing import—86m.—4-3-57—4310—Italy—Titles—Janus—(B).

## Miscellaneous

(Distributors' addresses will be furnished on request)

ALBERT SCHWEITZER—BIOD—Produced and directed by Jerome Hill—Attractive biographical drama for art sports—80m.—3-20-57—4303—EC—(deRochemont).

ARMORED ATTACK (THE NORTH STAR)—MD—Anne Baxter, Dana Andrews—Reissue is gripping war tale—105m.—9-18-57—4380—(NTA)—RE.

BAGDAD AFTER MIDNIGHT—BUR—For exploitation, burlesque spots—60m.—10-31-56—4245—(Sonney).

BATTLE STRIPE (THE MEN)—D—Marlon Brando, Teresa Wright—Reissue of outstanding story of wounded war vets—85m.—9-18-57—4380—(NTA)—RE.

BIG FUN CARNIVAL, THE—NOV—Marian Stafford, Jared Reed, the Bunin Puppets—Novelty should please youngsters at special showings—90m.—1-23-57—4281—(APA).

CARTOUCHE—MD—Richard Basehart, Patricia Roc—Lower half filler—73m.—9-4-57—4375—(RKO).

CURFEW BREAKERS—MD—Paul Kelly, Cathy Downs, Regis Toomey—Mild, inept expose of drug traffic among high school teenagers—70m.—4-3-57—4310—(Screen Guild).

DAUGHTER OF HORROR (Dementia)—MD—Adrienne Barret—Exploitation entry is only suited for particular situations—60m.—2-20-57—4294—(E.P.I.).

FLAMING TEEN-AGE, THE—MD—Noel Reyburn, Ethel Barrett—Amateurish "fast buck" attempt—55m.—5-15-57—4329—(Truman Ent.).

FRONTIER WOMAN—W—Cindy Carson, Lance Fuuller, Ann Kelly—Indian thriller okay for duallers—80m.—1-9-57—4275—EC—Vistarama—(Top).

IS YOUR HONEYMOON REALLY NECESSARY—C—Diana Dors—Pleasing bedroom farce—70m.—10-31-56—4244—English—(Brenner).

LOVE ME MADLY—C—Marilyn Waltz, Lynn Craig—"Fast buck" compilation—60m.—12-26-56—4271—Part Color—(McCarthy).

**MELBOURNE RENDEZVOUS**—DOC—Resume of the 16th Olympiad—For sports fans only—87m.—10-16-57—4391—Color—Australia—(Trans-Lux).

**NAKED EYE, THE**—DOC—Written, directed and produced by Louis Clyde Stoumen—Entry on photography for the art and specialty spots—71m.—5-1-57—4320—Part Color—(Film Rep.).

**NOAH'S ARK**—D—Dolores Costello, George O'Brien, Noah Beery—Museum piece has exploitation possibilities—72m.—7-24—57—4359—(Associated Artists-Dominent)—RE.

**OKLAHOMA!**—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—10-19-56—4051—EC—Todd-AO—(B)—(Magna).

**OEDIPUS REX**—D—Players of the Stratford, Ontario, Shakespearean Festival—Strictly for the specialty spots and situations catering to the school trade, drama troups, etc.—88m.—1-23-57—4281—EC—(MPD).

**ON THE BOWERY**—DOC—Produced by Lionel Rogosin—Off-beat and interesting documentary for specialty spots—65m.—4-17-57—4315—(Rogosin).

**ROCK BABY, ROCK IT**—MU—Johnny Carroll, Don Coats, Kay Wheeler—Mediocre "beat" film—67m.—5-15-57—4329—(Freebar Dis't).

**ROCKIN' THE BLUES**—MU—Mantan Moreland, Flourney Miller, Hal Jackson—All Negro rock 'n' roll opus should click in some spots—66m.—4-3-57—4310—(Jewel).

**SEARCH FOR PARADISE**—TRAV—Lowell Thomas—Special entry for limited exhibition—120m.—10-16-57—4391—TC-Cinerama—(SW-Cinerama).

**THEY WHO DARE**—MD—Dirk Bogarde, Akim Tamiroff—Interesting war entry—101m.—1-25-57—4092—TC—(Famous).

**THRILLARAMA**—NOV—Albert Reynolds' wide screen novelty has technical problems, but can be played at many situations as a change of pace—90m.—3-6-57—4299—EC—(Thrillarama).

**UNTAMED MISTRESS**—NOV—Lower half exploitation subject—70m.—10-31-56—4245—Color—(Armond).

**WALK INTO HELL**—MD—Chips Rafferty—Excellent film of type is best for art, specialty houses—93m.—9-18-57—4380—EC—New Guinea—(Patric).

**WALK THE DARK STREET**—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—10-31-56—4245—(Dominant).

**WETBACKS**—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—10-31-56—4246—Color—(Gibraltar).

**WHITE SLAVERY**—DOC—Photographed by Michael Steel—Has exploitation possibilities—56m.—7-24-57—4359—(Eden).

# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1955-56 shorts product will be found on pages 4386 and 4387 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR.—Ed.)

## Buena Vista

### TECHNICOLOR FEATURETTE

| | | | | |
|---|---|---|---|---|
| (............) | Cow Dog | E | 22m. | 4246 |
| (......) | Wet Back Hound | E | 18m. | 4331 |

### PEOPLES AND PLACES

(CinemaScope; Technicolor)

| | | | | |
|---|---|---|---|---|
| (............) | Disneyland | E | 42m. | 4271 |

### WALT DISNEY CARTOONS

| | | | | |
|---|---|---|---|---|
| (............) | A Cowboy Needs A Horse | E | 8m. | 4247 |

### WALT DISNEY CLASSIC CARTOON REISSUES

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 74101 | (Aug. 3) | The Hockey Champ | E | 7m. | 4208 |
| 74102 | (Aug. 24) | Pluto At The Zoo | G | 8m. | 4211 |
| 74103 | (Sept. 14) | Donald's Tire Trouble | E | 7m. | 4247 |
| 74104 | (Oct. 5) | The Purloined Pup | G | 7m. | 4247 |
| 74105 | (Oct. 26) | Bill Posters | G | 8m. | 4252 |
| 74106 | (Nov. 16) | Pluto's Playmate | E | 8m. | 4256 |
| 74107 | (Dec. 7) | Donald's Snow Fight | G | 7m. | 4283 |
| 74108 | (Dec. 28) | Society Dog Show | E | 7m. | 4283 |
| 74108 | (Jan. 18) | Donald's Gold Mine | G | 7m. | 4283 |
| 74110 | (Feb. 8) | T-Bone For Two | G | 7m. | 4283 |
| 74111 | (Mar. 1) | Dumbell Of The Yukon | G | 7m. | 4294 |
| 74112 | (Mar. 22) | Bone Trouble | E | 9m. | 4294 |
| 74113 | (............) | Window Cleaners | G | 8½m. | 4295 |
| 74114 | (......) | The Sleepwalker | F | 7m. | 4392 |
| 74115 | (......) | Trombone Trouble | G | 7m. | 4392 |
| 74116 | (......) | In Dutch | G | 7m. | 4392 |
| 74117 | (......) | Squatter's Rights | G | 7m. | 4392 |
| 74118 | (......) | Rescue Dog | G | 7m. | 4392 |

## Columbia

### TWO REEL
### COMEDIES
### ALL-STAR

| | | | | | |
|---|---|---|---|---|---|
| 1475 | (Nov. 22) | Pardon My Nightshirt (Clyde) | F | 16m. | 4283 |

### ASSORTED FAVORITE REPRINTS (6)

| | | | | | |
|---|---|---|---|---|---|
| 1421 | (Sept. 20) | Clunked In The Clink (Vague) | F | 16m. | 4246 |
| 1422 | (Oct. 18) | When The Wife's Away (Hugh Herbert) | F | 17m. | 4246 |
| 1423 | (Dec. 12) | She Took A Powder (Vague) | G | 16m. | 4294 |
| 1424 | (Jan. 3) | Nervous Shakedown (Herbert) | F | 15½m. | 4294 |
| 1425 | (Feb. 7) | A Miss In A Mess (Vague) | F | 15½m. | 4303 |
| 1426 | (Apr. 4) | Hot Heir (Hugh Herbert) | F | 18m. | 4335 |

### COMEDY FAVORITES RE-RELEASES

| | | | | | |
|---|---|---|---|---|---|
| 1431 | (Oct. 11) | Scooper Dooper (Sterling Holloway) | F | 18m. | 4246 |
| 1432 | (Nov. 15) | Jiggers My Wife (Shemp Howard) | F | 18m. | 4294 |
| 1433 | (Dec. 20) | The Sheepish Wolf (VonZell) | F | 17½m. | 4294 |
| 1434 | (Jan. 24) | Where The Pest Begins (Shemp Howard) | B | 17m. | 4294 |
| 1435 | (Mar. 7) | Stage Frights (Collins and Kennedy) | F | 19m. | 4335 |
| 1436 | (June 6) | Mr. Wright Goes Wrong (Sterling Holloway) | F | 19m. | 4368 |

### CINEMASCOPE MUSICAL TRAVELARKS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 1441 | (Feb. 14) | Wonders of New Orleans | G | 19m. | 4275 |
| 1442 | (Apr. 18) | Wonders of Washington | E | 20m. | 4310 |
| 1443 | (June 27) | Arrivederci Roma | G | 20m. | 4376 |
| | (.......) | Land of Laughter | G | 18m. | 4386 |

### SERIALS

| | | | | | |
|---|---|---|---|---|---|
| 1120 | (Nov. ) | Hop Harrigan (Reissue) | G | 15ep. | 4272 |
| 1140 | (Mar. ) | Congo Bill (Reissue) | G | 15ep. | 4311 |
| 1160 | (June 13) | The Green Goddess (Reissue) | F | 15ep. | 4347 |

### THE THREE STOOGES (8)

| | | | | | |
|---|---|---|---|---|---|
| 1401 | (Sept. 6) | Hot Stuff | F | 16m. | 4246 |
| 1402 | (Oct. 4) | Scheming Schemers | F | 16m. | 4259 |
| 1403 | (Nov. 8) | Commotion On The Ocean | F | 16m. | 4275 |
| 1404 | (Jan. 17) | Hoofs and Goofs | B | 15½m. | 4281 |
| 1405 | (Feb. 28) | Muscle Up A Little Closer | F | 17m. | 4294 |
| 1406 | (Mar. 28) | A Merry Mix-Up | F | 16m. | 4310 |
| 1407 | (Apr. 18) | Space Ship Sappy | G | 16m. | 4345 |
| 1408 | (June 13) | Guns A Poppin' | F | 16½m. | 4380 |

### One Reel

### CANDID MICROPHONES

(Reissue)

| | | | | | |
|---|---|---|---|---|---|
| 1551 | (Sept. 20) | Series 3, No. 3 | G | 10½m. | 4256 |
| 1552 | (Dec. 6) | Series 3, No. 4 | F | 11m. | 4295 |
| 1553 | (Jan. 3) | Series 3, No. 5 | G | 10m. | 4295 |
| 1554 | (Mar. 7) | Series 3, No. 6 | F | 10m. | 4339 |
| 1555 | (.......) | Series 4 No. 1 | F | 9m. | 4369 |
| 1556 | (.......) | Series 4 No. 2 | F | 11m. | 4369 |

### CAVALCADE OF BROADWAY

(Reissue)

| | | | | | |
|---|---|---|---|---|---|
| 1951 | (Sept. 6) | Cafe Society | G | 11m. | 4256 |
| 1952 | (Nov. 8) | Blue Angel | G | 10½m. | 4295 |
| 1953 | (Dec. 21) | Village Born | G | 9m. | 4295 |
| 1954 | (Feb. 21) | Leon And Eddie's | G | 11m. | 4315 |
| 1955 | (Apr. 11) | The Versailles | G | 10m. | 4335 |
| 1956 | (June 13) | The China Doll | G | 10m. | 4369 |

### COLOR FAVORITES CARTOONS

(Technicolor)

(Reissue)

| | | | | | |
|---|---|---|---|---|---|
| 1601 | (Sept. 6) | Leave Us Chase It | F | 6½m. | 4247 |
| 1602 | (Oct. 4) | Topsy Turkey | F | 6½m. | 4247 |
| 1603 | (Nov. 1) | Silent Tweetment | F | 6½m. | 4295 |
| 1604 | (Nov. 15) | Coo-Coo Bird Dog | F | 6m. | 4294 |
| 1605 | (Dec. 13) | Concerto In B-Flat Minor | G | 7m. | 4294 |
| 1606 | (Jan. 17) | Robin Hoodlum | G | 7m. | 4295 |
| 1607 | (Feb. 7) | Fowl Brawl | F | 7m. | 4303 |
| 1608 | (Feb. 21) | Magic Fluke | G | 7m. | 4311 |
| 1609 | (Mar. 14) | Cat-Tastrophy | F | 6m. | 4331 |
| 1610 | (Apr. 4) | Punchy DeLeon | G | 6½m. | 4331 |
| 1611 | (Apr. 18) | Wacky Quacky | F | 6m. | 4335 |
| 1612 | (June 6) | Grape Nutty | F | 6m. | 4368 |
| 1613 | (June 20) | Swing Monkey Swing | G | 7½m. | 4368 |
| 1614 | (July 4) | Two Lazy Crows | F | 7m. | 4369 |
| 1615 | (July 18) | Indian Serenade | G | 8m. | 4368 |

### CINEMASCOPE MAGOOS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 1751 | (Sept. 13) | Trail Blazer Magoo | E | 6m. | 4246 |
| 1752 | (Oct. 18) | Magoo's Problem Child | G | 6½m. | 4246 |
| 1753 | (Dec. 27) | Meet Mother Magoo | E | 6m. | 4283 |
| 1754 | (Feb. 21) | Magoo Goes Overboard | G | 6m. | 4294 |
| 1755 | (Apr. 25) | Matador Magoo | E | 6m. | 4339 |
| 1756 | (June 27) | Mr. Magoo Breaks Par | G | 6m. | 4368 |
| 1757 | (July 25) | Magoo's Glorious Fourth | G | 6m. | 4380 |
| 1758 | (Aug. 15) | Magoo's Masquerade | F | 6m. | 4386 |

### SCREEN SNAPSHOTS

| | | | | | |
|---|---|---|---|---|---|
| 1851 | (Dec. 15) | Hollywood Stars At A Party (Color) | F | 9½m. | 4283 |
| 1852 | (Feb. 28) | Hollywood Star Night (Tech.) | G | 10m. | 4315 |
| 1853 | (Mar. 28) | WAIF International Ball (Color) | G | 9m. | 4347 |
| 1854 | (Apr. 25) | Walter Winchell Party (Color) | E | 9m. | 4347 |
| 1855 | (May 30) | Meet The Photoplay Winners | F | 10m. | 4371 |
| 1856 | (June 27) | The Mocambo Party | F | 10m. | 4371 |

### WORLD OF SPORTS

| | | | | | |
|---|---|---|---|---|---|
| 1801 | (Oct. 25) | Asphalt Playground | G | 10m. | 4276 |
| 1802 | (Nov. 29) | Midget Musclemen | G | 9m. | 4283 |
| 1803 | (Dec. 27) | Tee Topnotchers | F | 10m. | 4295 |
| 1804 | (Jan. 31) | Sharpshootin' Sportsmen | F | 9m. | 4295 |
| 1805 | (Feb. 28) | Flying Horses | F | 9m. | 4315 |
| 1806 | (Apr. 25) | Winged Fury | E | 9m. | 4339 |
| 1807 | (May 30) | Panama Playland | G | 9m. | 4376 |
| 1808 | (June 27) | Anglin' Around | G | 10m. | 4371 |
| 1809 | (July 25) | Wrestling Knights | G | 9m. | 4380 |

## MGM

### One Reel

### CINEMASCOPE CARTOONS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| C-931 | (Sept. 6) | Mucho Mouse | | | |
| C-932 | (Oct. 4) | Blackboard Jumble | | | |
| C-933 | (Nov. 1) | Tom's Photo Finish | | | |

### GOLD MEDAL REPRINT CARTOONS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| W-961 | (Sept. 6) | Out-Foxed | G | 8m. | 4392 |
| W-962 | (Sept. 20) | Jerry and The Lion | G | 7m. | 4392 |
| W-963 | (Oct. 11) | Goldilocks and The Three Bears | F | 11m. | 4392 |

## Paramount

### POPEYE CHAMPIONS REISSUES

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| E17-1 | (Sept. 6) | Tops In The Big Top | F | 7m. | 4388 |
| E17-2 | (Sept. 6) | Wotta Knight | F | 7m. | 4392 |
| E17-3 | (Sept. 6) | Tar With A Star | G | 7m. | 4392 |
| E17-4 | (Sept. 6) | How Green Was My Spinach | E | 7m. | 4388 |
| E17-5 | (Sept. 6) | Fistic Mystic | F | 7m. | 4388 |
| E17-6 | (Sept. 6) | Safari So Good | G | 7m. | 4388 |
| E17-7 | (Sept. 6) | Barking Dogs Don't Fite | G | 7m. | 4388 |
| E17-8 | (Sept. 6) | Baby Wants Spinach | G | 7m. | 4388 |

### CARTOON CHAMPIONS REISSUES

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| S17-1 | (Sept. 13) | Deep Boo Sea | G | 7m. | 4388 |
| S17-2 | (Sept. 13) | Spunky Skunky | G | 7m. | 4392 |
| S17-3 | (Sept. 13) | Cat-Choo | G | 7m. | 4388 |
| S17-4 | (Sept. 13) | Audrey The Rainmaker | G | 7m. | 4386 |
| S17-5 | (Sept. 13) | Cat Tamale | G | 7m. | 4388 |
| S17-6 | (Sept. 13) | By Leaps And Hounds | F | 8m. | 4388 |
| S17-7 | (Sept. 13) | Scout Fellow | G | 8m. | 4388 |
| S17-8 | (Sept. 13) | Cat Carson Rides Again | F | 7m. | 4388 |
| S17-9 | (Sept. 13) | The Awful Tooth | F | 7m. | 4386 |
| S17-10 | (Sept. 13) | Law And Audrey | G | 7m. | 4388 |
| S17-11 | (Sept. 13) | City Kitty | G | 7m. | 4388 |
| S17-12 | (Sept. 13) | Clown On The Farm | G | 7m. | 4388 |

### CASPER CARTOONS

(Technicolar)

| | | | | | |
|---|---|---|---|---|---|
| B16-1 | (Nov. 2) | Fright From Wrong | G | 6m. | 4256 |
| B16-2 | (Jan. 4) | Spoaking About Africa | F | 6m. | 4295 |
| B16-3 | (Mar. 1) | Hooky Spooky | F | 6m. | 4355 |
| B16-4 | (May 24) | Peekaboo | F | 6m. | 4359 |
| B16-5 | (July 19) | Ghost of Honor | | | |
| B16-6 | (Aug. 30) | Ice Scream | | | |

### HERMAN AND CATNIP CARTOONS

(Technicolar)

| | | | | | |
|---|---|---|---|---|---|
| H16-1 | (Dec. 7) | Hide And Peak | F | 6m. | 4295 |
| H16-2 | (Feb. 22) | Cat In The Act | F | 6m. | 4355 |
| H16-3 | (June 14) | Sky Scrappers | | | |
| H16-4 | (Aug. 16) | From Mad To Worse | | | |

### NOVELTOONS

(Technicalor)

| | | | | | |
|---|---|---|---|---|---|
| P16-1 | (Oct. 19) | Slr Irving And Jeames | G | 7m. | 4256 |
| P16-2 | (Dec. 21) | Lian In The Roar | F | 6m. | 4295 |
| P16-3 | (Jan. 25) | Pest Pupil | F | 6m. | 4295 |
| P16-4 | (Mar. 29) | Fishing Tackler | F | 6m. | 4355 |
| P16-5 | (June 7) | Mr. Maney Gags | G | 7m. | 4355 |
| P16-6 | (July 5) | L'Amaur The Merrler | | | |

### POPEYE CARTOONS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| E16-1 | (Oct. 12) | Parlez Vous Woo | G | 6m. | 4256 |
| E16-2 | (Nav. 16) | I Don't Scare | F | 6m. | 4295 |
| E16-3 | (Dec. 14) | A Haul In One | G | 6m. | 4295 |
| E16-4 | (Feb. 8) | Nearlyweds | F | 7m. | 4355 |
| E16-5 | (Apr. 5) | The Crystal Brawl | F | 6m. | 4359 |
| E16-6 | (May 10) | Patriotic Papeye | F | 8m. | 4368 |
| E16-7 | (June 21) | Spree Lunch | | | |
| E16-8 | (Aug. 9) | Spooky Swabs | | | |

### SPEAKING OF ANIMALS CHAMPIONS

(Relssue)

| | | | | | |
|---|---|---|---|---|---|
| A15-1 | (Sept. 30) | Taln't Sa | F | 10m. | 4044 |
| A15-2 | (Sept. 30) | Monkey Shines | G | 9m. | 4044 |
| A15-3 | (Sept. 30) | Be Kind Ta Animals | E | 8m. | 4043 |
| A15-4 | (Sept. 30) | From A Ta Zoo | E | 9m. | 4043 |

### TOPPERS

| | | | | | |
|---|---|---|---|---|---|
| M15-1 | (Oct. 7) | Three Kisses | E | 10m. | 4084 |
| M15-2 | (Nov. 11) | Reunion In Paris | G | 10m. | 4096 |
| M15-3 | (Jan. 27) | Animals A La Carte | F | 10m. | 4105 |
| M15-4 | (Mar. 9) | There's Gold In Them Thrills | F | 10m. | 4126 |
| M15-5 | (May 4) | Ups And Downs | G | 9m. | 4179 |
| M15-6 | (Aug. 24) | Herman Hickman's Football Review | G | 10m. | 4256 |

### VISTAVISION SPECIALS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| V15-1 | (............) | Bing Presents Oreste | E | 10m. | 4126 |
| V15-2 | (June 29) | VistaVisian Visits Panama | G | 10m. | 4187 |
| V15-3 | (Aug. 3) | VistaVision Visits Gibraltar | G | 10m. | 4240 |
| V15-4 | (Oct. 5) | VistaVision Visits Austria | E | 17m. | 4252 |

## Republic

### SERIALS

| | | | | | |
|---|---|---|---|---|---|
| 5682 | (Oct. 15) | Federal Operator 99 (Reissue) | G | 12ep. | 4246 |
| 5683 | (Jan. 14) | Dangers Of The Canadian Mounted (Reissue) | G | 12ep. | 4299 |
| 5684 | (Apr. 8) | The Purple Monster Strikes (Reissue) | G | 15ep. | 4323 |
| | ( ) | Radar Men From The Moon (Reissue) | | 12ep. | |

## 20th Century-Fox

### ONE REEL CINEMASCOPE

(Color)

| | | | | | |
|---|---|---|---|---|---|
| 7701 | (Jan. ) | Port Of Sports | G | 9m. | 4331 |
| 7702 | (Feb. ) | Divided By The Sea | E | 7m. | 4331 |
| 7703 | (Mar. ) | Future Baseball Champs (Black and White) | G | 10m. | 4331 |
| 7704 | (Apr. ) | Bluefin Fury | E | 8m. | 4331 |
| 7705 | (May ) | Orient Express To Hong Kang | G | 9m. | 4331 |
| 7706 | (June ) | Guardians Of The North | G | 8m. | 4369 |
| 7707 | (July ) | Tempa Of Tamorrow | F | 8m. | 4376 |
| 7708 | (Aug. ) | Swamp Boat Sports | E | 9m. | 4376 |
| 7709 | (Sept. ) | Midway Medley | | | |
| 7710 | (Oct. ) | Journey Thru Ceylon | | | |

### TWO REEL CINEMASCOPE COLOR SPECIALS

| | | | | | |
|---|---|---|---|---|---|
| 7608 | (Apr. ) | Land Of The Bible (DeLuxe Color) | E | 18m. | 4114 |
| 7609 | (June ) | Dark Wave (Technicolor) One Reel | E | 23m. | 4177 |

### CINEMASCOPE TERRYTOONS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 5701 | (Jan. ) | John Doormat In Topsy TV | F | 7m. | 4315 |
| 5702 | (Feb. ) | Spoofy In Gag Buster | F | 7m. | 4355 |
| 5703 | (Mar. ) | Beefy In A Bum Steer | F | 7m. | 4355 |
| 5704 | (Apr. ) | Sniffer In The Bone Ranger | F | 7m. | 4380 |
| 5705 | (May ) | Gaston Is Here | G | 6m. | 4368 |
| 5706 | (June ) | Shove Thy Neighbor | G | 7m. | 4386 |
| 5707 | (July ) | Clint Clobber's Cat | F | 6m. | 4376 |
| 5708 | (Aug. ) | Flebus | G | 7m. | 4331 |

### TERRYTOON TOPPERS

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 5731 | (Jan. ) | Heckle And Jeckle In Pirate's Gold | G | 7m. | 4355 |
| 5732 | (Feb. ) | A Hare-Breadth Finish | G | 7m. | 4339 |
| 5733 | (Mar. ) | African Jungle Hunt | F | 7m. | 4347 |
| 5734 | (Apr. ) | Dimwit In Daddy's Little Darling | G | 7m. | 4380 |
| 5735 | (May ) | Love Is Blind | G | 7m. | 4392 |
| 5736 | (June ) | Beauty On The Beach | | | |
| 5737 | (July ) | All This And Rabbit Stew | | | |
| 5738 | (Aug. ) | Beaver Trauble | | | |
| 5739 | (Sept. ) | Mighty Mouse In Goons From The Moon | | | |
| 5740 | (Oct. ) | Nutsy In Squirrel Crazy | | | |

### MOVIETONE MELODY

| | | | | | |
|---|---|---|---|---|---|
| 7201 | (Nov. ) | Lawrence Welk and His Champagne Music (Reissue) | F | 9m. | 4295 |

## Universal-International

### Two Reel SPECIALS

| | | | | | |
|---|---|---|---|---|---|
| 3601 | (Mar. 4) | Sang of The Grape (Color) | G | 20m. | 4323 |
| 3602 | (July 8) | Sa Proudly We Hail (CS) | | | |

### MUSICAL FEATURETTES

| | | | | | |
|---|---|---|---|---|---|
| 3651 | (Nov. 25) | Riddles In Rhythm | G | 15m. | 4283 |
| 3652 | (Dec. 17) | Skylarkin' Time | F | 15m. | 4283 |
| 3653 | (Feb. 11) | Rhythms With Regls | F | 14m. | 4315 |
| 3654 | (Feb. 25) | Galden Ladder | G | 15m. | 4323 |
| 3655 | (Mar. 11) | Swingin' And Singin' | G | 15m. | 4331 |
| 3656 | (April 8) | Riot In Rhythm | G | 16m. | 4368 |
| 3657 | (May 6) | Dance Demons | G | 15m. | 4368 |
| 3658 | (June 3) | The Goofers | G | 16m. | 4391 |
| 3659 | (July 1) | The Elgart Touch | F | 15m. | 4391 |

### LAWRENCE WELK MUSICAL FEATURETTES

| | | | | | |
|---|---|---|---|---|---|
| 3607 | ( ) | Champagne Music | F | 15m. | 4391 |
| 3608 | ( ) | Lawrence Welk & Orch. | F | 15m. | 4391 |
| 3609 | ( ) | The Modernaires and Lawrence Welk & Orch. | F | 15m. | 4391 |

### COLOR PARADES

| | | | | | |
|---|---|---|---|---|---|
| 3671 | (Dec. 24) | Holiday In The Hills | G | 9m. | 4283 |
| 3672 | (Jan. 21) | Valley of Two Faces (CS) | G | 10m. | 4283 |
| 3673 | (Feb. 11) | Frazen Frontier | G | 9m. | 4323 |
| 3674 | (Mar. 25) | Juniar Jamboree | G | 9m. | 4323 |
| 3675 | (May 20) | Crossroads Of The Ages | G | 9m. | 4323 |
| 3676 | (July 1) | The Lion Dancers (CS) | G | 8m. | 4392 |
| 3677 | (Sept. 2) | Hurray All Boats | G | 9m. | 4376 |
| 3678 | (Oct. 14) | A Brief Case | G | 9m. | 4380 |

### WALTER LANTZ CARTUNES

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 3611 | (Dec. 17) | Woodpecker Meets Davy Crewcut | G | 6m. | 4283 |
| 3612 | (Jan. 14) | Fawled Up Party | G | 6m. | 4283 |
| 3613 | (Feb. 11) | Red Riding Hoodlum | G | 6m. | 4283 |
| 3614 | (Mar. 11) | The Plumber Of Seville | F | 6m. | 4283 |
| 3615 | (Apr. 8) | Box Car Bandit | G | 6m. | 4283 |
| 3616 | (May 6) | Operation Cold Feet | G | 6m. | 4283 |
| 3617 | (June 3) | Unbearable Solesman | G | 6m. | 4380 |
| 3618 | (July 1) | International Woodpecker | G | 6m. | 4323 |
| 3619 | (July 29) | To Catch A Waodpecker | G | 6m. | 4392 |
| 3620 | (Aug. 26) | Goofy Gardner | F | 6m. | 4376 |
| 3621 | (Sept. 23) | Round Trip To Mars | G | 6m. | 4392 |

### VARIETY VIEWS

| | | | | | |
|---|---|---|---|---|---|
| 3691 | (Feb. 4) | Milk Run | G | 9m. | 4323 |
| 3692 | (Mar. 4) | Monkeys Are The Craziest | F | 9m. | 4323 |
| 3693 | (Apr. 1) | Bear Cubs Go Rural | F | 9m. | 4323 |
| 3694 | (May 6) | Brooklyn Gaes To Detroit | F | 9m. | 4323 |
| 3695 | (June 17) | Your Zoo | E | 9m. | 4371 |
| 3696 | (July 15) | What A Safari | | | |
| 3697 | (Aug. 26) | Hot Reel | | | |
| 3698 | (Sept. 23) | Brooklyn Goes To New Orleans | | | |

## Warners

### SPECIAL FEATURETTES

| | | | | | |
|---|---|---|---|---|---|
| 4911 | (............) | Chasing The Sun | G | 36m. | 4252 |

### Two Reel WARNERCOLOR SCOPE GEMS (4)

| | | | | | |
|---|---|---|---|---|---|
| 4101 | (Oct. 6) | South Of The Himalayas | E | 18m. | 4264 |
| 4102 | (Dec. 29) | The Legend Of El Dorado | E | 18m. | 4310 |
| 4103 | (July 13) | Blue Danube | | | |

### SPECIALS (4)

(WarnerColor)

| | | | | | |
|---|---|---|---|---|---|
| 4001 | (Sept. 8) | East Is East | G | 18m. | 4246 |
| 4002 | (Dec. 2) | Howdy Partner | G | 18m. | 4311 |
| 4003 | (Mar. 2) | Pearls Of The Pacific | G | 18m. | 4368 |

### One Reel BLUE RIBBON HIT PARADES

(Reissue)

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 4301 | (Sept. 15) | Mouse Mazurka | F | 8m. | 4247 |
| 4302 | (Oct. 20) | Paying The Piper | F | 7m. | 4247 |
| 4303 | (Nov. 17) | Daffy Duck Hunt | F | 7m. | 4264 |
| 4304 | (Dec. 1) | Henhouse Hennery | E | 7m. | 4272 |
| 4305 | (Jan. 19) | Swallaw The Leader | F | 7m. | 4323 |
| 4306 | (Feb. 2) | For Scent-Imental Reasons | G | 7m. | 4323 |
| 4307 | (Mar. 9) | Mouse Wreckers | G | 7m. | 4323 |
| 4308 | (Apr. 6) | Dough For The Do-Do | F | 7m. | 4323 |
| 4309 | (Apr. 27) | Fast And Furry-Ous | G | 7m. | 4323 |
| 4310 | (May 18) | Bear Feat | E | 8m. | 4359 |
| 4311 | (June 15) | Each Dawn I Crow | G | 7m. | 4368 |
| 4312 | (June 29) | Bad Ol' Putty Tat | F | 7m. | 4368 |
| 4313 | (Aug. 24) | Hippety Hopper | | | |

### BUGS BUNNY SPECIALS

(Technicalor)

| | | | | | |
|---|---|---|---|---|---|
| 4723 | (Sept. 15) | A Star Is Bored | G | 7m. | 4247 |
| 4724 | (Oct. 27) | Wideo Rabbit | G | 7m. | 4256 |
| 4725 | (Dec. 15) | To Hare Is Human | F | 7m. | 4311 |
| 4726 | (Feb. 9) | Ali Baba Bunny | E | 7m. | 4311 |
| 4727 | (Apr. 13) | Bedeviled Rabbit | F | 7m. | 4368 |
| 4728 | (May 25) | Piker's Peak | G | 7m. | 4368 |
| 4729 | (July 6) | What's Opera Doc? | E | 7m. | 4369 |
| 4730 | (Aug. 31) | Mugsy and Bugsy | G | 7m. | 4368 |

### MERRIE MELODIES

(Technicolor)

| | | | | | |
|---|---|---|---|---|---|
| 4701 | (Sept. 1) | Slap Hoppy Mouse | G | 7m. | 4227 |
| 4702 | (Sept. 20) | Deduce, You Say! | G | 7m. | 4247 |
| 4703 | (Oct. 13) | Yankee Doad It | F | 7m. | 425 |
| 4704 | (Nov. 10) | There They Go-Go-Go | F | 7m. | 425 |
| 4705 | (Nov. 24) | Two Craws From Tacos | G | 7m. | 4247 |
| 4706 | (Dec. 8) | The Honey Mousers | G | 7m. | 4311 |
| 4707 | (Jan. 5) | The Three Little Bops | E | 7m. | 4311 |
| 4708 | (Jan. 12) | Tweet Zoa | F | 7m. | 4311 |
| 4709 | (Jan. 26) | Scrambled Aches | F | 7m. | 4311 |
| 4710 | (Feb. 23) | Ga Fly A Kite | G | 7m. | 4311 |
| 4711 | (Mar. 16) | Tweety And The Beanstalk | E | 7m. | 4311 |
| 4712 | (Apr. 20) | Boyhood Daze | G | 7m. | 4368 |
| 4713 | (May 4) | Cheese It, The Cat | F | 7m. | 4368 |
| 4714 | (May 11) | Fox Terror | F | 7m. | 4368 |
| 4715 | (June 8) | Steal Waol | F | 7m. | 4368 |
| 4716 | (June 22) | Boston Quackie | G | 7m. | 4368 |
| 4717 | (July 20) | Tabasca Raad | | | |
| 4718 | (Aug. 10) | Birds Anonymous | | | |
| 4719 | (Aug. 17) | Ducking The Devil | | | |
| 4720 | (Sept. 14) | Zoom And Bored | | | |
| 4721 | (Sept.28) | Greedy Far Tweety | | | |
| 4722 | (Oct. 12) | Touche And Go | | | |

### WARNERCOLOR SPECIALS (6)

| | | | | | |
|---|---|---|---|---|---|
| 4401 | (Oct. 27) | Playtime Pals | G | 9m. | 4247 |
| 4402 | (Mar. 30) | I'll Be Doggoned | E | 10m. | 4369 |
| 4403 | (July 27) | Tales Of The Black Forest | | | |

### WARNERCOLOR SCOPE GEMS (6)

| | | | | | |
|---|---|---|---|---|---|
| 4501 | (Sept. 22) | Crossroads Of The World | E | 9m. | 4276 |
| 4502 | (Nov. 3) | Magic In The Sun | E | 8m. | 4283 |
| 4503 | (Feb. 16) | Under Carib Skies | F | 9m. | 4323 |
| 4504 | (Aug. 3) | Alpine Glory | | | |

## Miscellaneous

| | | | |
|---|---|---|---|
| Bloodstock (BIS) (Color) | F | 15m. | 4310 |
| Bespake Overcaat, The (Arthur) | F | 33m. | 4281 |
| Challenge In The Air (BIS) | F | 13½m. | 4315 |
| Caney Island, U.S.A. (Burstyn) (Color) | G | 16m. | 4391 |
| Face Of Lincoln, The (Cavalcade) | G | 20m. | 4331 |
| Hidden Talent (McCarthy) | F | 17m. | 4272 |
| Impression Of Londan, An (BIS) (Technicolor) | E | 14m. | 4311 |
| Mojesty Of The Air (BIS) (Tech.) | G | 21m. | 4311 |
| Queen Elizabeth II (Rank) (Color) | G | 15m. | 4391 |
| Red Balloan, The (Lapert) (Tech.) | E | 34m. | 4310 |
| Robinson-Basilio Middleweight Championship Bout (UA) | E | 19½m. | 4386 |
| Suez Canal—(Technicalar)—(deRochemant) | E | 25m. | 4221 |
| Trooping The Calour (BIS) (Tech.) | G | 10m. | 4331 |
| True Story Of The Civil War, The (Film Representations) | E | 33m. | 4331 |
| Undersea Conquest (Lexington) (Color) | G | 18m. | 4347 |

# RELEASE DATA GUIDE

As regularity of quality [illegible] better quality from most major sources of supply, the so-called National Release Date loses much of its former importance. It is now much more necessary to know the order in which current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

## NOW IN GENERAL RELEASE

| A.A. | COLUMBIA | M.G.M. | PARAMOUNT | RANK | REPUBLIC | 20th-FOX | U.A. | UNIVERSAL | WARNERS | MISC. |
|---|---|---|---|---|---|---|---|---|---|---|
| **The Disembodied**<br>Paul Burke<br>Allison Hayes | **The Young Don't Cry**<br>Sal Mineo<br>James Whitmore | **The Seventh Sin**<br>(CS)<br>Eleanor Parker,<br>Bill Travers,<br>George Sanders | **Beau James**<br>(VV-TC)<br>Bob Hope<br>Vera Miles<br>Paul Douglas | **Value For Money**<br>(TC-VV)<br>John Gregson<br>Diana Dors | **Time Is My Enemy**<br>Dennis Price<br>Renee Asherson | **The Deerslayer**<br>(C-CS)<br>Lex Barker<br>Forest Tucker<br>Cathy O'Donnell | **Bayou**<br>Peter Graves,<br>Lita Milan | **Doctor At Large**<br>(VV-C)<br>(English)<br>Dirk Bogarde | **A Face In The Crowd**<br>Andy Griffith<br>Patricia Neal | **Johnny Tremain**<br>(TC)<br>(Disney)<br>Hal Stalmaster<br>Luana Paten,<br>Jeff York<br>(BuenaVista) |
| **Cyclops**<br>James Craig<br>Gloria Talbott<br>Lon Chaney, Jr. | **No Time To Be Young**<br>Robert Vaughn<br>Dorothy Green | **Something Of Value**<br>Rock Hudson,<br>Dana Wynter,<br>Wendy Hiller | **Loving You**<br>Elvis Presley<br>Lizabeth Scott<br>Wendell Corey<br>(VV-TC) | **Triple Deception**<br>(TC-VV)<br>Michael Craig | **The Lawless Eighties**<br>Buster Crabbe<br>Marilyn Saris | **No Down Payment**<br>(CS)<br>Jeffrey Hunter<br>Sheree North<br>Tony Randall | **The Monster That Challenged The World**<br>Tim Holt,<br>Audrey Dalton | **Night Passage**<br>(TC)<br>James Stewart<br>Audie Murphy<br>Dianne Foster | **The D.I.**<br>Jack Webb,<br>Don Dubbins,<br>Jackie Loughery | **Drag Strip Girl**<br>Steve Terrell<br>Fay Spain<br>(American Int.) |
| **Portland Expose**<br>Edward Binns<br>Virginia Gregg | **Town On Trial**<br>John Mills<br>Barbara Bates | **Man On Fire**<br>Bing Crosby<br>Inger Stevens<br>Mary Fickett | **Omar Khayyam**<br>(VV-TC)<br>Cornel Wilde,<br>Debra Paget | **The Third Key**<br>Jack Hawkins | **Pawnee**<br>(C)<br>G. Montgomery,<br>Lola Albright | **The Copper Sky**<br>Coleen Gray<br>Jeff Morrow | **The Vampire**<br>John Beal,<br>Coleen Gray | **That Night**<br>John Beal<br>Augusta Dabney | **The Prince And The Showgirl**<br>(TC)<br>Marilyn Monroe,<br>Laurence Olivier | **Rock All Night**<br>Dick Miller<br>and Platters<br>(American Int.) |
| **Death In Small Doses**<br>Peter Graves<br>Mala Powers | **Pickup Alley**<br>(CS)<br>Victor Mature<br>Anita Ekberg | **Silk Stockings**<br>(CS-Color)<br>Fred Astaire<br>Cyd Charisse<br>Janis Paige | **Cecil B. DeMille's The Ten Commandments**<br>(VV-TC)<br>(Special Engagements) |  | **Last Stagecoach West**<br>Jim Davis,<br>Mary Castle | **Stopover Tokyo**<br>(DC-CS)<br>Robert Wagner<br>Joan Collins<br>Edmond O'Brien | **The Monte Carlo Story**<br>(TC)<br>Marlene Dietrich,<br>Vittorio De Sica | **Man Of A Thousand Faces**<br>(CS)<br>James Cagney<br>Dorothy Malone | **X—The Unknown**<br>Dean Jagger | **Bambi**<br>(TC)<br>(Disney)<br>(RE)<br>(Buena Vista) |
| **From Hell It Came**<br>Tod Andrews<br>Tina Carver | **3:10 To Yuma**<br>Glenn Ford<br>Van Heflin<br>Kathryn Grant | **Gun Glory**<br>(CS-C)<br>Stewart Granger<br>Rhonda Fleming | **Stowaway Girl**<br>Trevor Howard<br>Elsa Martinelli<br>(England) |  | **Taming Sutton's Gal**<br>John Lupton,<br>Gloria Talbott | **Ride A Violent Mile**<br>(RS)<br>John Agar<br>Penny Edwards | **The Fuzzy Pink Nightgown**<br>Jane Russell,<br>Keenan Wynn | **Joe Dakota**<br>(C)<br>Jock Mahoney<br>Luana Patten | **The Curse Of Frankenstein**<br>(C)<br>Peter Cushing,<br>Hazel Court | **I Was A Teenage Werewolf**<br>Michael Landan<br>Yvonne Lime<br>(American-Int.) |
| **Man From Monterey**<br>Sterling Hayden<br>Pamela Duncan | **The Brothers Rico**<br>Richard Conte<br>Dianne Foster | **Tip On A Dead Jockey**<br>(CS)<br>Robert Taylor<br>Dorothy Malone | **Shortcut To Hell**<br>(VV)<br>Robert Ivers<br>Georgann Johnson |  | **Hell Canyon Outlaws**<br>Dale Robertson<br>Brian Keith<br>Rosanna Rory | **April Love**<br>(DC-CS)<br>Pat Boone<br>Shirley Jones | **Valerie**<br>Sterling Hayden,<br>Anita Ekberg | **The Land Unknown**<br>(CS)<br>Jock Mahoney,<br>Shawn Smith | **Band Of Angels**<br>(C)<br>Clark Gable<br>Yvonne DeCarlo | **Invasion Of The Saucer Men**<br>Steve Terrell<br>Gloria Castillo<br>(American-Int.) |
| **Teenage Doll**<br>June Kenney<br>John Brinkley<br>Fay Spain | **The Parson and The Outlaw**<br>(TC)<br>Anthony Dexter<br>Buddy Rogers<br>Marie Windsor | **Decision Against Time**<br>Jack Hawkins<br>(England) | **Mr. Rock And Roll**<br>Alan Freed<br>Rocky Graziano<br>Lionel Hampton |  |  |  | **Jungle Heat**<br>Lex Barker,<br>Mari Blanchard | **Jet Pilot**<br>(TC)<br>John Wayne,<br>Janet Leigh | **Rising Of The Moon**<br>Frank Lawton<br>Denis O'Dea |  |
| **Undersea Girl**<br>Mara Corday<br>Pat Conway | **Woman Of The River**<br>(TC)<br>Sophia Loren<br>Gerard Oury |  |  |  |  |  | **My Gun Is Quick**<br>Robert Bray | **Quantez**<br>(EC-CS)<br>Fred MacMurray<br>Dorothy Malone | **The James Dean Story**<br>James Deon |  |
| **Naked In The Sun**<br>(C)<br>James Craig<br>Barton MacLane<br>Lita Milan |  |  |  |  |  |  | **Lady Of Vengeance**<br>Dennis O'Keefe,<br>Ann Sears |  |  |  |

## PROMISED FOR EARLY RELEASE

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|---|---|---|---|---|---|---|---|---|---|---|
| **Looking for Danger**<br>Bowery Boys | **The Story of Esther Costello**<br>Joan Crawford<br>Rossano Brazzi | **Action Of The Tiger**<br>(CS-Color)<br>Van Johnson<br>Martine Carol | **The Devil's Hairpin**<br>(VV-TC)<br>Carnel Wilde<br>Jean Wallace | **The Black Tent**<br>(TC-VV)<br>Anthony Steel | **Operation Conspiracy**<br>Philip Friend<br>Mary Mackenzie | **Under Fire**<br>Rex Reason<br>Henry Morgan<br>Steve Brodie | **Chicago Confidential**<br>Brian Keith<br>Beverly Garland | **The Unholy Wife**<br>(TC)<br>Diana Dors<br>Rod Steiger | **The Pajama Game**<br>(C)<br>Doris Day<br>John Raitt<br>Carol Haney | **Reform School Girl**<br>Gloria Castillo<br>(American Int.) |
| **Streets Of Havana**<br>John Cassavetes<br>Raymond Burr<br>Sara Shane | **Domino Kid**<br>Rory Calhoun<br>Kristine Miller | **House Of Numbers**<br>Jack Palance<br>Barbara Lang | **The Joker Is Wild**<br>(VV)<br>Frank Sinatra<br>Jeanne Crain | **A Town Like Alice**<br>Virginia McKenna | **The Wayward Girl**<br>Marcia Henderson<br>Peter Walker | **Ghost Diver**<br>James Craig<br>Audrey Totter | **Gunsight Ridge**<br>Joel McCrea<br>Mark Stevens<br>Joan Weldon | **Escapade In Japan**<br>(TC-TE)<br>Teresa Wright<br>Cameron Mitchell | **Black Patch**<br>George Montgomery<br>Diane Brewster | **Rock Around The World**<br>Tommy Steele<br>(American Int.) |
| **The Rifle**<br>(C)<br>Joel McCrea<br>Virginia Mayo | **The Tijuana Story**<br>Rodolfo Acosta<br>James Darren<br>Jean Wiles | **The Hired Gun**<br>Rory Calhoun<br>Anne Francis | **Sailor Beware**<br>(RE)<br>Dean Martin<br>Jerry Lewis | **The Gentle Touch**<br>(T)<br>George Baker | **Panama Sal**<br>Elena Verdugo<br>Edward Kemmer | **The Abominable Snowman**<br>(RS)<br>Forrest Tucker<br>Peter Cushing | **Enemy From Space**<br>Brian Donlevy | **Slaughter On Tenth Avenue**<br>Richard Egan<br>Jan Sterling<br>Dan Duryea | **Johnny Trouble**<br>Ethel Barrymore<br>Cecil Kellaway<br>Stuart Whitman | **The Amazing Colossal Man**<br>Glenn Langan<br>Cathy Downs<br>(American Int.) |
| **Hunchback Of Notre Dame**<br>(TC-CS)<br>Gina Lollobrigida<br>Anthony Quinn | **The Harlem Globetrotters**<br>(RE) | **Until They Sail**<br>Jean Simmons<br>Joan Fontaine<br>Paul Newman | **Jumping Jacks**<br>(RE)<br>Dean Martin<br>Jerry Lewis | **As Long As They're Happy**<br>(EC)<br>Jack Buchanan<br>Diana Dors | **Raiders Of Old California**<br>Jim Davis<br>Arleen Whelan | **Young And Dangerous**<br>Lili Gentle<br>Mark Damon | **The Careless Years**<br>Dean Stockwell<br>Natalie Trundy | **Slim Carter**<br>(C)<br>Jock Mahoney<br>Tim Hovey<br>Julie Adams | **The Helen Morgan Story**<br>(CS)<br>Ann Blyth<br>Paul Newman<br>Richard Carlson | **The Cat Girl**<br>Lynn Tracey<br>Barbara Shelley<br>(American Int.) |
| **Hongkong Story**<br>Jack Kelly<br>Lita Hwa | **Operation Mad Ball**<br>Jack Lemman<br>Ernie Kovacs<br>Kathryn Grant | **The Invisible Boy**<br>Richard Eyer<br>Diane Brewster<br>Philip Abbott | **Hear Me Good**<br>(VV)<br>Hal March<br>Merry Anders | **Jacqueline**<br>John Gregson<br>Kathleen Ryan | **The Crooked Circle**<br>John Smith<br>Fay Spain | **Rockabilly Baby**<br>Les Brown & Band | **Street Of Sinners**<br>Geo. Montgomery<br>Geraldine Brooks | **My Man Godfrey**<br>(EC-CS)<br>June Allyson<br>David Niven | **Black Scorpion**<br>Richard Denning<br>Mara Corday | **Perri**<br>(TC)<br>(Disney)<br>(Buena Vista) |
| **Sabu and the Magic Ring**<br>(C)<br>Sabu | **Decision At Sundown**<br>(TC)<br>Randolph Scott<br>Karen Steele | **I Accuse**<br>Jose Ferrer<br>Viveca Lindfors<br>Anton Walbrook | **Zero Hour**<br>Dana Andrews<br>Linda Dornell<br>Sterling Hayden | **Pursuit Of The Graf Spee**<br>(TC-VV)<br>John Gregson | **Thunder Over Tangier**<br>Robert Hutton<br>Lisa Gastoni | **Kiss Them For Me**<br>(C-CS)<br>Cary Grant<br>Jayne Mansfield | **Satchmo, The Great**<br>Louis Armstrong | **The Monolith Monsters**<br>Gront Williams<br>Lola Albright | **The Story Of Mankind**<br>All-Stor Cast |  |
| **Up In Smoke**<br>Bowery Boys | **Escape From San Quentin**<br>Johnny Desmond<br>Merry Anders | **Les Girls**<br>(C-CS)<br>Gene Kelly<br>Mitzi Gaynor<br>Kay Kendoll<br>Taina Elg | **The Tin Star**<br>(VV)<br>Henry Fonda<br>Anthony Perkins<br>Betsy Palmer | **An Alligator Named Daisy**<br>(TC-VV)<br>Donald Sinden<br>Diana Dors | **Gunfight at Indian Gap**<br>Vera Ralston<br>George Macready | **Fraulein**<br>(C-CS)<br>Dana Wynter<br>Mel Ferrer | **Time Limit**<br>Richard Widmark<br>Richard Basehart | **Love Slaves Of The Amazons**<br>(EC)<br>Dan Toylor<br>Gionna Segale | **Woman In A Dressing Gawn**<br>Yvonne Mitchell<br>Anthony Quayle |  |
| **The Barbarians**<br>Pierre Cressay<br>Helene Remy | **Torero**<br>(Mexican-made)<br>Luis Procuna | **Jailhouse Rock**<br>(CS)<br>Elvis Presley<br>Judy Tyler | **Sad Sack**<br>(VV)<br>Jerry Lewis<br>Phyllis Kirk<br>David Wayne | **The Spanish Gardener**<br>(TC-VV)<br>Dirk Bogarde<br>Jon Whiteley | **Hell Ship Mutiny**<br>Jon Hall<br>John Carradine<br>Roberta Hayes | **Plunder Road**<br>Gene Raymond<br>Jeanne Cooper | **Hell Bound**<br>John Russell<br>June Blair | **The Violators**<br>Arthur O'Connell | **Bombers B-52**<br>(WC-CS)<br>Karl Malden<br>Natalie Wood |  |
| **New Day At Sundown**<br>(CS)<br>George Montgomery<br>Randy Stuart |  |  |  |  | **Fighting Wildcats**<br>Keefe Brasselle<br>Kay Callard | **Escape From Red Rock**<br>Brian Donlevy<br>Eilene Janssen | **The Girl In Black Stockings**<br>Lex Barker<br>Anne Bancroft |  |  |  |

CS—CinemaScope, C—Color, RE—Reissue, TC—Technicolor, VV—VistaVision— Name of country, other than U.S.A., indicates import.

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# "THE CARELESS YEARS"

co-starring
EAN STOCKWELL · NATALIE TRUNDY with JOHN LARCH Written and produced by EDWARD LEWIS Directed by ARTHUR HILLER A BRYNA PRODUCTION

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